1968 AS LINE

Arthur Salm, Incorporated

8749-8755 SOUTH GREENWOOD AVENUE CHICAGO, ILLINOIS 60619

A.S.I. 8461

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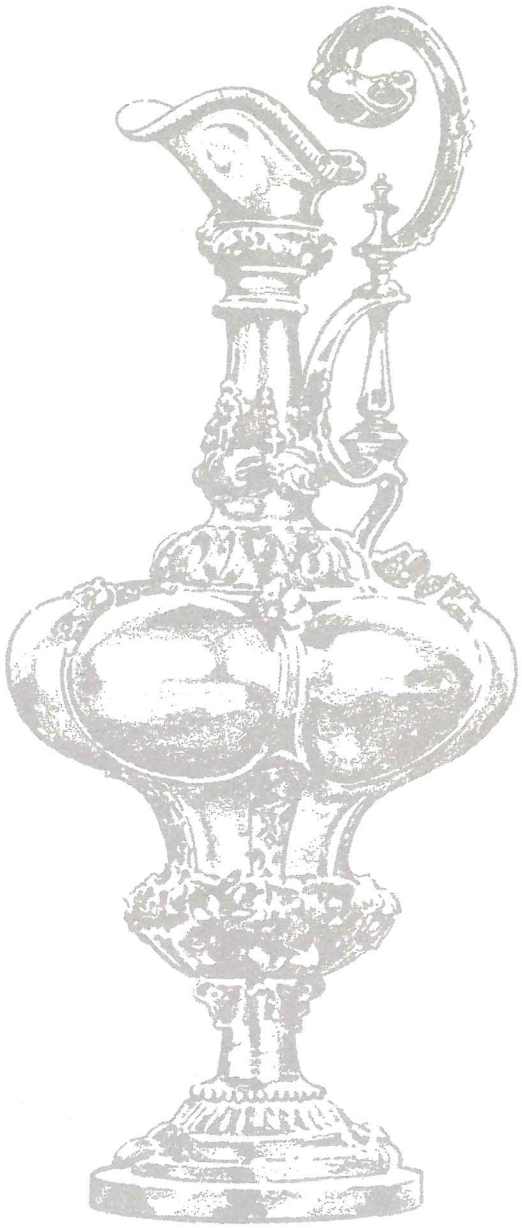
Rec'd June 25, 1968



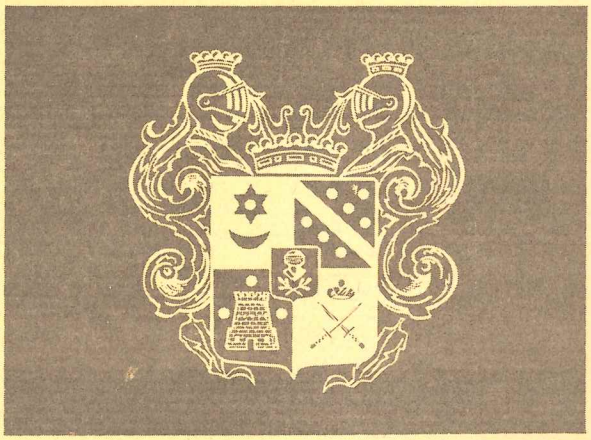
THE ART OF GIFT GIVING

Gift giving is a uniquely human trait. It translates sentiments of cordial relations to a tangible lasting expression. A fine gift from an exclusive selection, properly presented, is the art of gift giving perfectly practiced.

When you turn this page you will venture into a new world of gifts. We are proud to offer them for your consideration.

You may buy with complete confidence because our merchandise has these recommendations . . . exclusively designed for us by a leading design firm in the United States... only selected quality raw materials are used . . . each product is individually crafted by unhurried master craftsmen . . . our products are sold only to the American Business Market and are not sold in the retail stores . . . the reputation of our company demands exacting product quality *and* efficient, friendly service to our customers.

Our products will represent you or your company in the most complimentary manner. Your thoughtfulness in presenting these gifts will be remembered and treasured for years to come.



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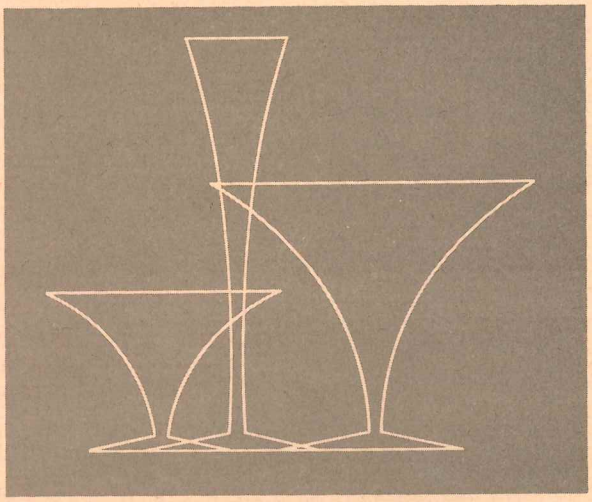

THE SILHOUETTES . . . Few forms are more graceful or splendorous than the contours of the Silhouette. The clean, simple lines cast in solid metal with gleaming nickel plating create an added dimension of beauty in any setting.

SILHOUETTE CANDLE HOLDERS add elegance to the dinner table, buffet or a setting where grace and beauty are desired. They come in pairs together with 12-inch tapers. Holders are 6-inches tall, 2½-inches wide at the base. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 621	$6.80	$6.70	$6.60	$6.50	$5.80

U.S. Patent D-207,660
MAILERS AVAILABLE at 18¢ each, net.
1-4A 5B

621

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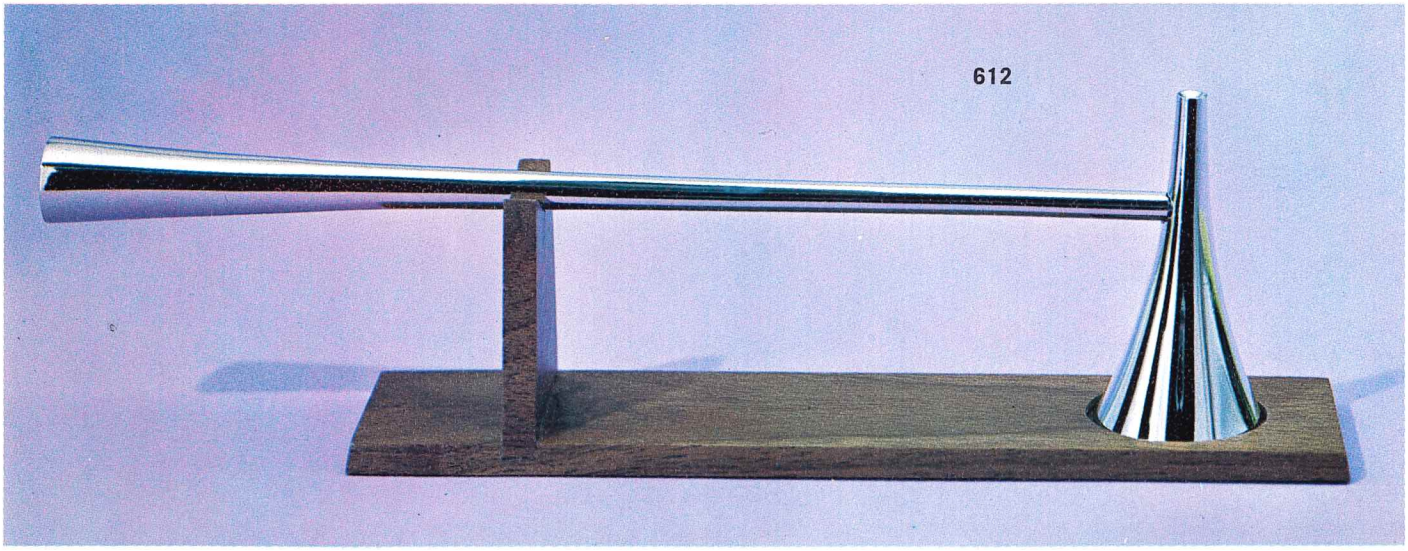
612

THE SILHOUETTE FLAME CANDLEHOLDER . . . its glow will add beauty and warmth for hours and hours. Designed for long burning candles up to 3-inches in diameter. Adjustable spike support. Candle included. Holder is 3½-inches tall and 4⅞-inches in diameter. Packaged in handsome gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 622	$9.00	$8.90	$8.80	$8.70	$7.80

MAILERS AVAILABLE at 20¢ each, net.
1-4A 5B

SILHOUETTE CANDLE SNUFFER AND RACK True beauty rests at candleside, gracefully ready to snuff the flames at evening's end. Candle snuffer is 9-inches long, 2½-inch snuffer cap. The rack is crafted in solid walnut. Beautifully packaged in gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 612	$4.40	$4.30	$4.20	$4.10	$3.70

MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B

SILHOUETTE CANDLE SNUFFER ONLY Candle snuffer same as above except without rack.

	12-24	25-49	50-99	100-249	250 and up
No. 617	$3.10	$3.00	$2.95	$2.90	$2.60

MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B

SILHOUETTE COMPOTE is extraordinary, for candies, nuts, or a centerpiece for buffet or dining table. 6¾-inches in diameter, 5½-inches high, 3¾-inches bowl depth. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 623	$6.95	$6.85	$6.75	$6.65	$5.95

Design Patent D-203,210
MAILERS AVAILABLE at 24¢ each, net.
1-4A 5B

SILHOUETTE PETITE is a miniature compote, ideal for individual service or assortment groupings of candies, nuts or delicacies. 3¼-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 640	$5.75	$5.55	$5.45	$5.35	$4.75

Design Patent D-203,210
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

THE SILHOUETTE DINNER BELL — A ring of tonal beauty . . . a call to dining pleasure. Cast in solid metal and finished to a gleaming mirror finish.

Overall height is 5¼-inches, 2⅛-inches diameter at the bottom. Beautifully packaged in a gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 806	$3.60	$3.40	$3.30	$2.90	$2.60

MAILERS AVAILABLE at 16¢ each, net.
1-3A 4B 5C

SILHOUETTE ASHTRAY brings shimmering glamor to smoking accessories. 3½-inches tall, 5-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 630	$5.85	$5.65	$5.55	$5.45	$4.90

U. S. Patent D-203,913
MAILERS AVAILABLE at 15¢ each, net.
1-4A 5B

THE SILHOUETTE TABLE LIGHTER is an elegant offering of flame. A perfect companion for the other Silhouettes shown on these pages, whether at the dinner table, buffet or coffee table. 3¾-inches high, 3¼-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 634	$6.00	$5.80	$5.70	$5.60	$5.00

Patent Pending
MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B

SILHOUETTE COMBINATION GIFTS . . . Combine Silhouette pieces in a selection of your choice . . . or order from the groupings below. Packaged in mailer at no extra charge.

No.
624 Compote and Candle Holders
674 Ashtray and Lighter
685 Candleholders and Flame Candleholder

	12-24	25-49	50-99	100-249	250 and up
No. 624	$13.55	$13.35	$13.15	$12.95	$11.55
No. 674	$11.40	$11.20	$11.00	$10.80	$9.65
No. 685	$15.40	$15.20	$15.00	$14.80	$13.25

1-4A 5B

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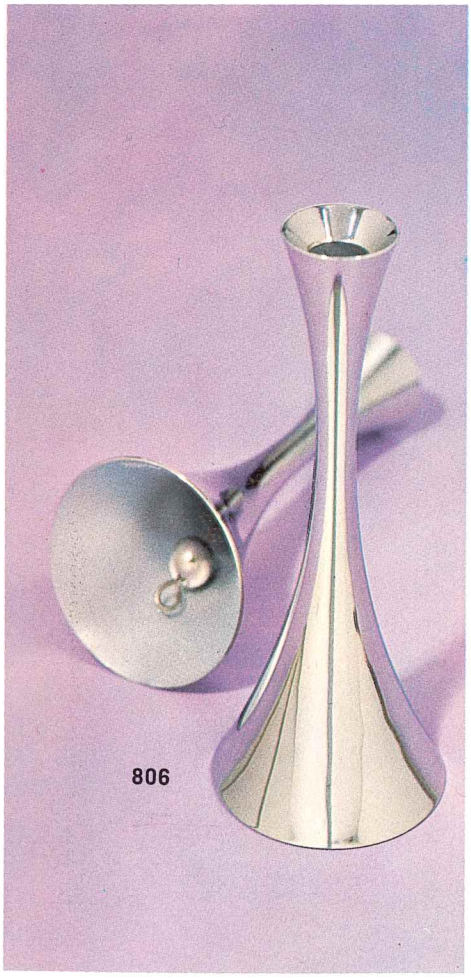
640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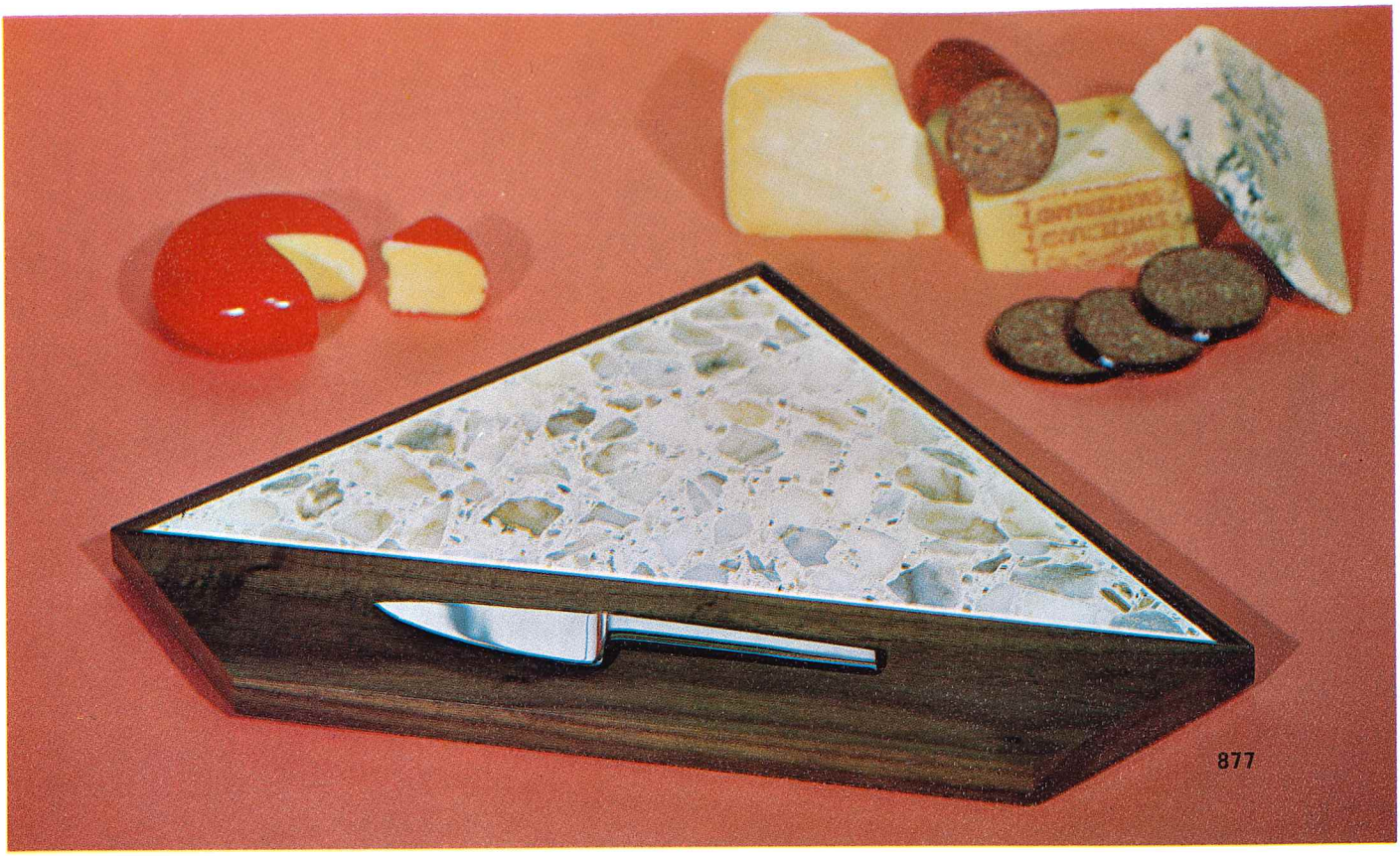
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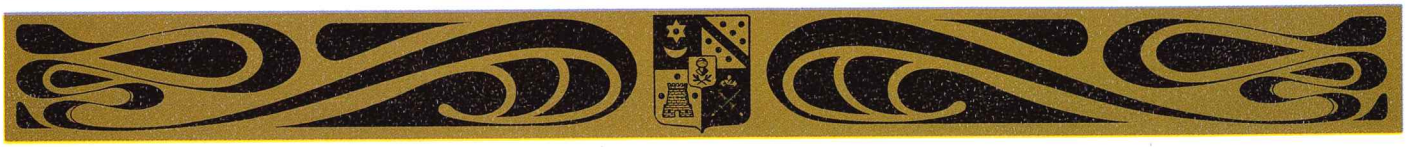

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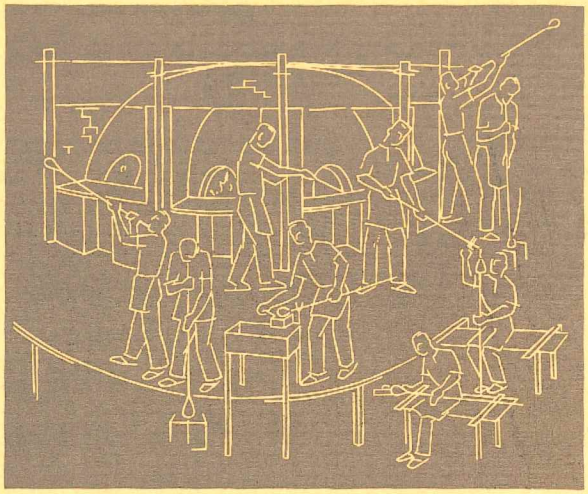


GIFT COMPLIMENTS . . . A gift of quality is a compliment not forgotten.

Exquisite designs rendered with meticulous Old World craftsmanship. Constructed of the finest materials available and packaged in tasteful gift boxes. These gifts will express your thoughtfulness to someone of importance.

THE TARA speaks of elegance and unusual beauty. It will find admirers whenever it serves guests cheeses, cold meats and other delicacies.

A frame of solid American walnut holds a heavy wedge of polished marble and onyx . . . a perfect working and cutting surface that will last a lifetime. A companion slicing knife of fine stainless steel completes the service. The Tara measures 11⅝-inches by 17¾-inches. It weighs 5½ pounds. Packaged in an attractive gift mailer with romance card.

	12-24	25-49	50-99	100 and up
No. 877	$15.00	$14.75	$14.50	$14.25

A

THE GUTHRIE CONDIMENT SET A circle of solid walnut smoked topaz glass and the brilliant reflection of expertly finished metal, make up this handsome condiment set 'in the round.' The handle is offset from center to provide balance when passing to guests.

Salt and pepper are easy to hold and difficult to accidentally tip. The Swedish stainless steel condiment bowl is a perfect service for sugar, dressing, jelly or sauces. This is a gift for those who live with luxury . . . and appreciate fine things. 7-inches in diameter, overall height 4½-inches. Packaged in beautiful gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 598	$11.50	$11.10	$10.90	$10.70

MAILERS AVAILABLE at 18¢ each, net.

A

THE ELITE SALT AND PEPPER SET brings new beauty to the dining table. Delicate smoke-topaz glass crowned by gleaming metal, resting on hand-rubbed walnut—sheer luxury! Shakers are 2½-inches tall, 2¼-inches in diameter. Tray is 8 by 3-inches. Packed in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 556	$6.65	$6.55	$6.45	$5.75

MAILERS AVAILABLE at 15¢ each, net.

1-3A 4B

THE CARVETTE SET is a startling new dimension of pleasure when serving food. The unusual fork design provides a natural grasp with perfect leverage and control. It must be used to be appreciated.

The carving knife blade has a fine cutting edge. The set is ideal for carving steaks, small roasts, fowl or fish. Polished rosewood handles contrast with the solid stainless steel implements. Knife is 10-inches long. Fork measures 8½-inches. Packaged in an attractive gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 343	$4.60	$4.45	$4.35	$3.90	$3.50

MAILERS AVAILABLE at 18¢ each, net.
1-3A 4B 5C

THE SERRETTE frozen food saw is a practical gift, often wished for, but seldom available. It's a triangle of triumph that easily cuts through packaged frozen foods, fish or meats. The solid rosewood handle fits the hand for positive grip while sawing.

Expertly crafted of fine stainless steel. Height 5½-inches, length 9½-inches. Packaged in a gift mailer with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 324	$3.80	$3.60	$3.50	$3.10	$2.80

U.S. Patent D-207,386
1-3A 4B 5C

THE CLEAVERETTE . . . the tool for the gourmet or barbecue chef as well as much needed for daily use in the kitchen. Perfectly balanced for accurate chopping. The tenderizer blade on the heel of the cleaver makes fast work of tough meat fibers.

It's built for rugged service. The blade is formed from an ingot of thick stainless steel. Drop forged, quenched then sharpened to cutting excellence. The solid rosewood handle is not only elegant . . . it's sturdy and fits the hand naturally. Overall length 9¾-inches, blade 4⅛-inches wide, 4½-inches high. Packaged in gift mailer with romance card.

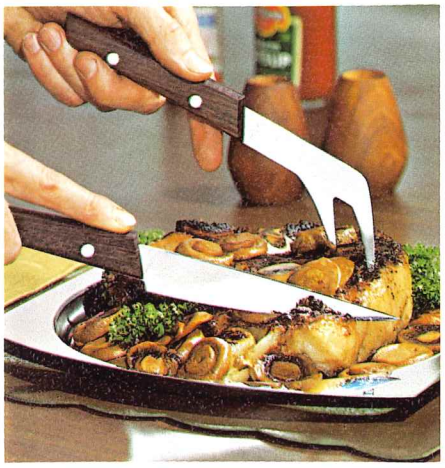
	25-49	50-99	100-249	250-499	500 and up
No. 325	$4.30	$4.10	$4.00	$3.55	$3.20

1-3A 4B 5C

CLEAVERETTE-SERRETTE COMBINATION described individually above. Packed together in gift mailer with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 323	$7.80	$7.50	$7.30	$6.50	$5.85

1-3A 4B 5C



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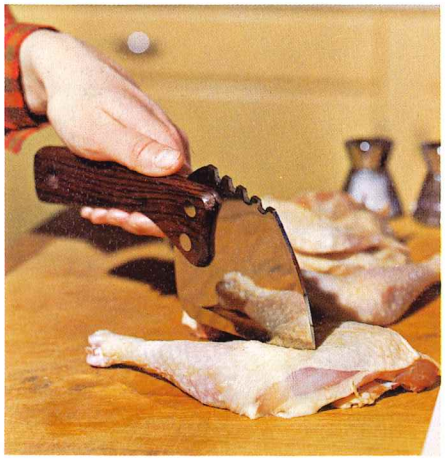

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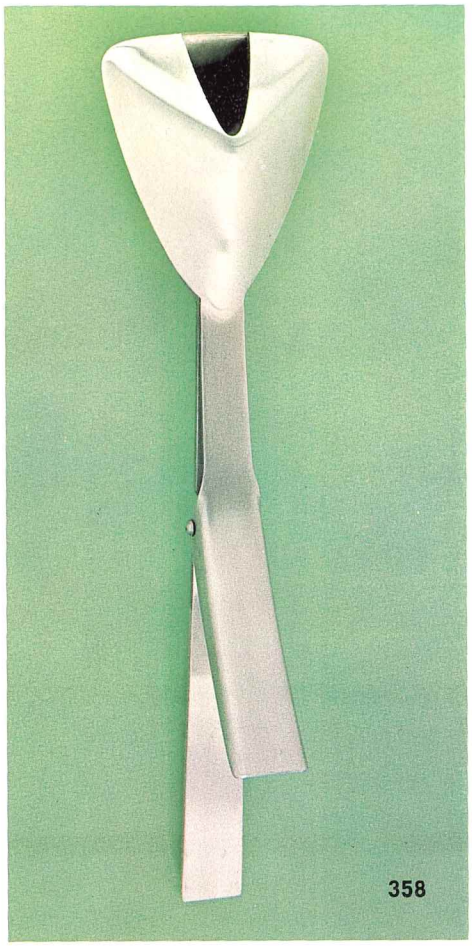
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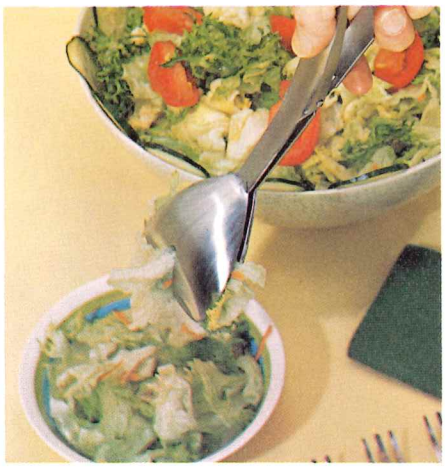

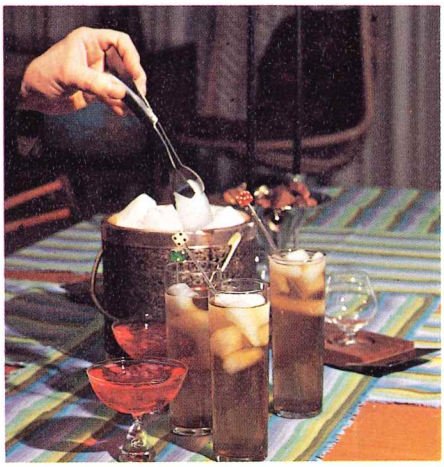

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THE SAXON SALAD TONGS make the serving of tossed salads a delight. Press the handles . . . release . . . and the salad is gently held within the tongs. A positive spring-load assures the holding action. Gentle pressure releases.

Carefully formed in fine stainless steel by unhurried craftsmen to provide a gift of enduring quality and beauty.

Overall length 10½-inches. Handsomely packaged in gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 358	$4.20	$4.10	$4.00	$3.55	$3.20

MAILERS AVAILABLE at 17¢ each, net.
1-3A 4B 5C

THE SAXON TONGS serve ice cubes with a positive spring loaded grip. It has many other uses at the barbecue, buffet or in the kitchen . . . the design is so unusual that this gift will be remembered and appreciated each time it is used.

Fine stainless steel is carefully formed and meticulously finished by skilled craftsmen to assure a gift of superlative quality and enduring beauty.

Overall length is 8-inches. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 594	$2.60	$2.50	$2.40	$2.15	$1.95

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

THE GUSTAV BEER MUG . . . a tankard full of friendship! Made in Sweden of heavy 18/8 chrome-nickel stainless steel. The accents and base are of golden teak. Engrave his name on it for a special gift delight. (See engraving charges inside back cover.) Packaged with romance card in attractive gift mailer at no extra charge.

	6-11	12-24	25-49	50-99	100 and up
No. 501	$15.40	$15.20	$15.00	$14.80	$14.60

U.S. Patent D-197,407
A

THE CONTINENTAL SET . . . a new refreshment luxury. Eight cork coasters encased in solid walnut, covered by a replica of an early European coin. Ad copy space on the bottom of the caddy base. Packaged with romance card in a beautiful gift box.

	25-49	50-99	100-249	250 and up
No. 508	$4.10	$4.00	$3.55	$3.20

Swatch for bottom 5¢ each, net, gold or silver stamping extra.
MAILERS AVAILABLE at 14¢ each, net.
1-2A 3B 4C

CUSTOM-MADE CONTINENTAL SETS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process. See page 23 for costs.

THE WALDEN . . . a toast in everlasting stainless steel! The Walden is a gift to be treasured. It's man-sized for the hearty, yet perfectly balanced for easy use. Low in profile, but serves 12-ounces. Its trophy-quality invites engraved names or initials. (See inside back cover for engraving costs.)

Expert craftsmen have fashioned the Walden in 18/8 chrome-nickel stainless steel for a lifetime of pleasure. Overall height 2⅞-inches, 3¾-inches in diameter. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 585-1 (1 Piece)	$4.50	$4.30	$4.20	$3.75	$3.35
No. 585-2 (2 Pieces)	$8.60	$8.40	$8.20	$7.35	$6.60

MAILERS AVAILABLE: No. 585-1, 16¢; No. 585-2, 18¢ each, net.
1-3A 4B 5C

	12-24	25-49	50-99	100 and up
No. 585-4 (4 Pieces)	$16.75	$16.50	$16.25	$16.00

MAILERS AVAILABLE at 23¢ each, net.
A

THE BALTIC ASHTRAY recommends itself. It is an elegant design. More than that, it's gale-proof, hides unsightly ashes, is easy to clean, and is made in Sweden of everlasting 18/8 chrome nickel stainless steel. The cover drops down to the closed position when not in use and is easily removed for cleaning.

May be engraved for an added personal touch. (See engraving charges on the inside back cover.) Measures 4⅛-inches in diameter. Packaged in a handsome gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 790	$7.45	$7.30	$7.15	$7.00	$6.25

MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B

MOOD MODERNE . . . Contemporary in design, incomparable in quality. A gift that justifies pride. Designed not only for beauty, but for functional use as well. The unusual shape of the knife blade, together with the deep concavity of the forks and spoons makes dining easier and more pleasant.

Mood Moderne pieces are made from fine stainless steel by the Swordsmakers of Steyr, in Austria. Each piece is delicately balanced to assure a natural feeling in the hand. The beautiful brilliance and soft satin finishes of the handles are the result of careful hand finishing.

The sets are wrapped in a fine flannel pouch that can be used for storage. Beautifully gift boxed with romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
6 pc. place setting:				
No. 1424 Service for four (24 pcs.)	$21.80	$21.30	$21.00	$20.80
No. 1636 Service for six (36 pcs.)	$32.30	$31.50	$31.00	$30.70
No. 1848 Service for eight (48 pcs.)	$42.60	$41.60	$41.00	$40.70
5 pc. place setting:				
No. 1420 Service for four (20 pcs.)	$17.10	$16.80	$16.50	$16.40
No. 1630 Service for six (30 pcs.)	$25.20	$24.70	$24.40	$24.20
No. 1840 Service for eight (40 pcs.)	$33.40	$32.60	$32.20	$32.00
4 pc. place setting:				
No. 1416 Service for four (16 pcs.)	$14.50	$14.20	$14.00	$13.90
No. 1624 Service for six (24 pcs.)	$21.40	$20.90	$20.60	$20.40
No. 1832 Service for eight (32 pcs.)	$28.10	$27.50	$27.10	$26.90

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.
For five-piece service—eliminate butter spreader.
For four-piece service—eliminate butter spreader and salad fork.

U.S. Patent Nos. D-173,784, D-173,785, D-173,786.
MAILERS AVAILABLE at 17¢ each, net.
C

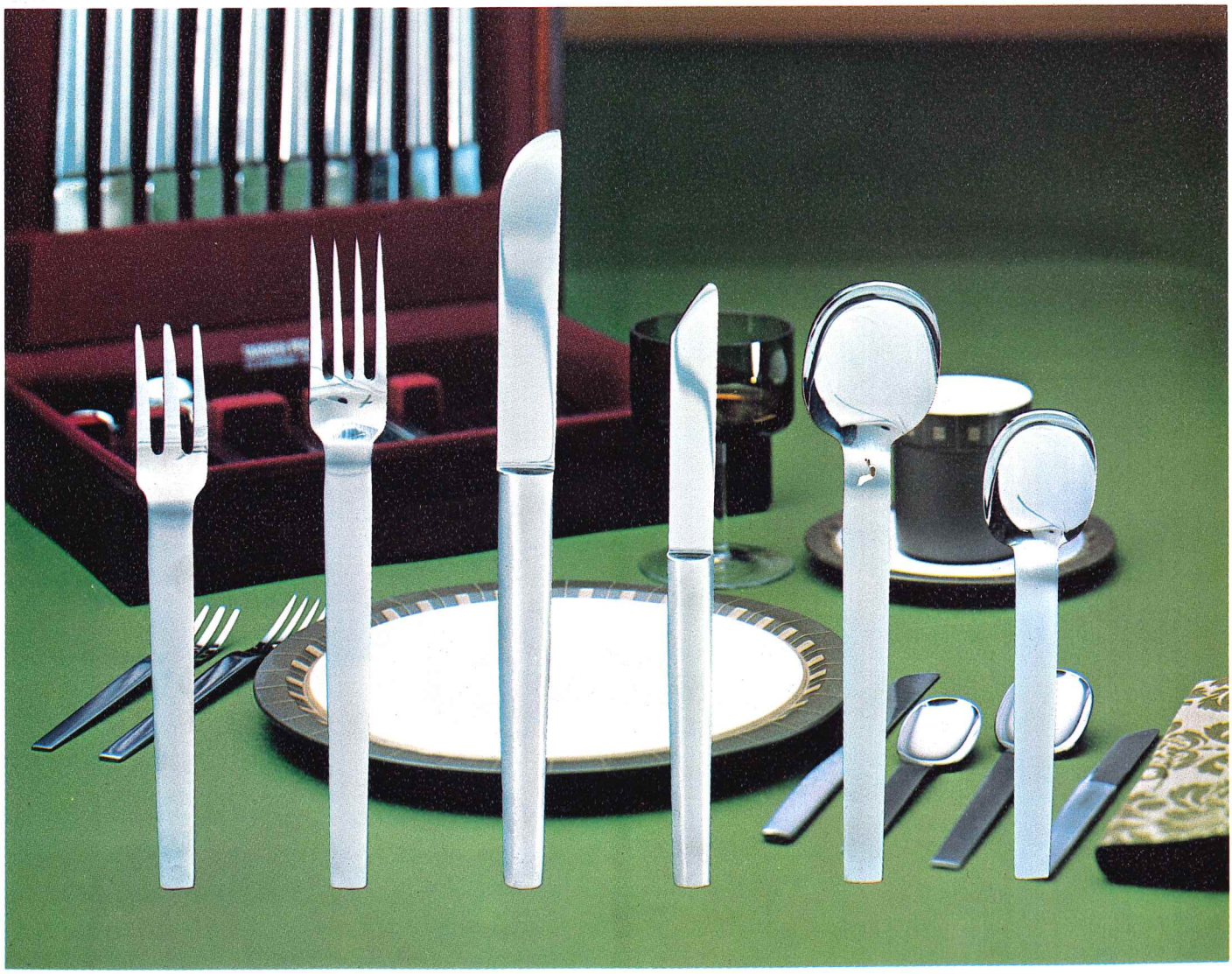
Also available in a deluxe mahogany finished chest, lined with soft Ruby Duvetyn fabric; packed in air cell mailer at no extra charge.

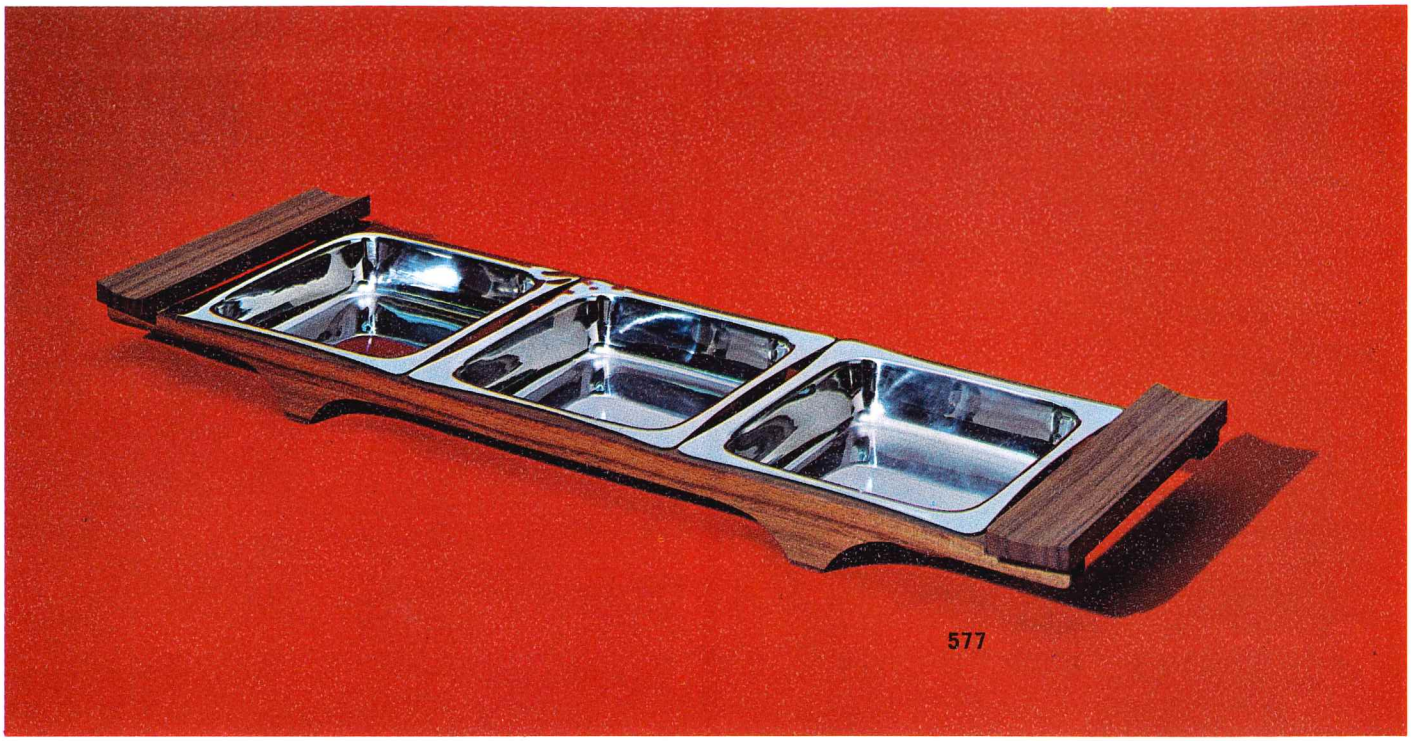
	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
6 pc. place setting:				
No. 1106 Service for six (36 pcs.)	$44.00	$43.00	$42.50	$42.00
No. 1108 Service for eight (48 pcs.)	$53.85	$52.85	$52.10	$51.60
No. 1112 Service for twelve (72 pcs.)	$73.15	$72.15	$71.40	$70.90

C

585

790

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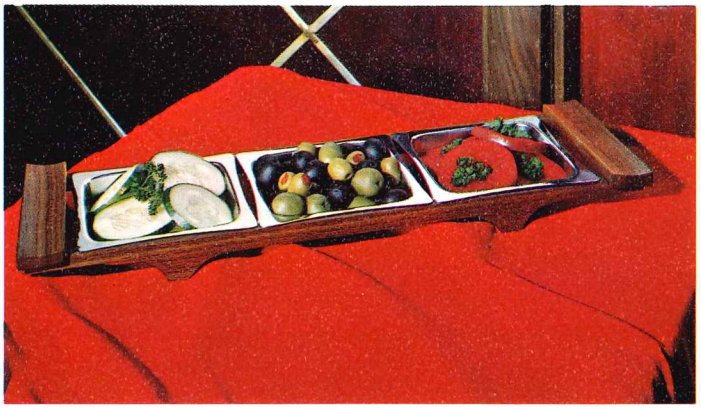

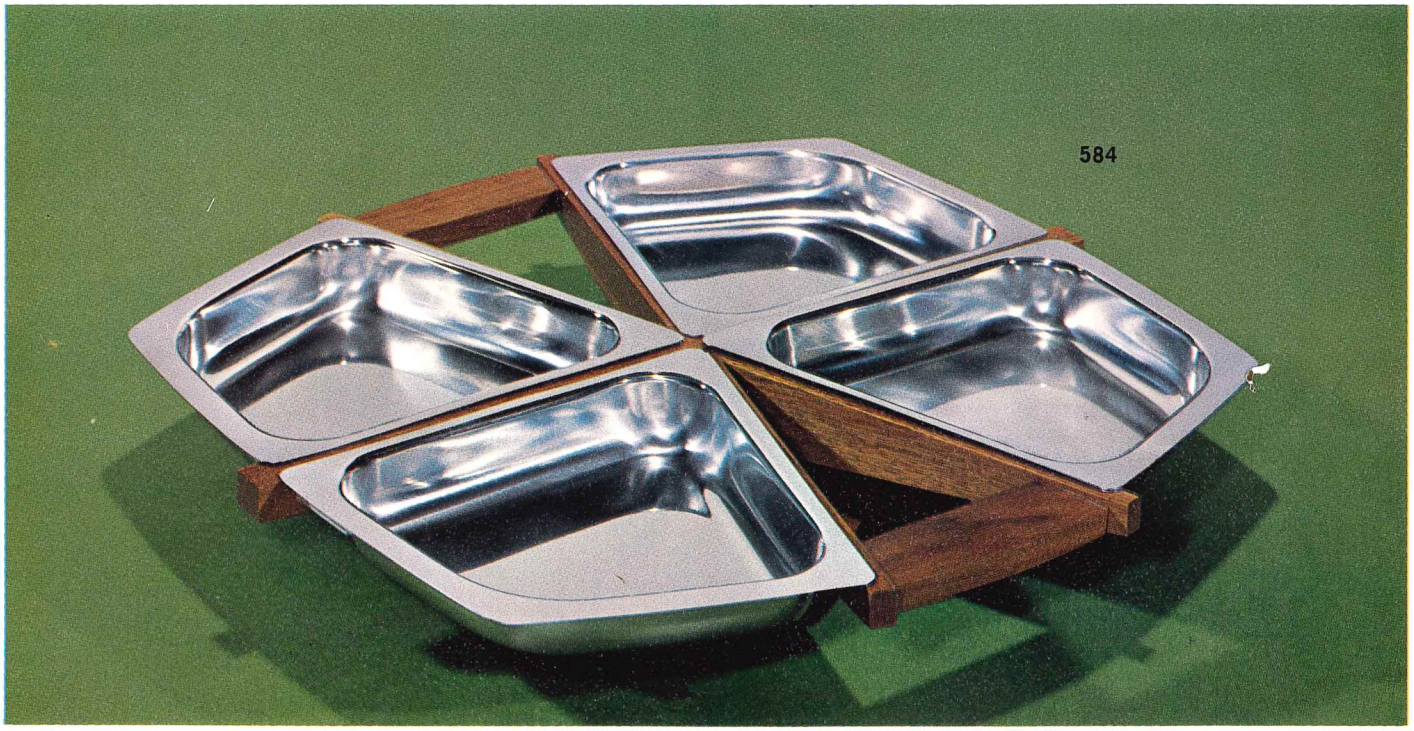
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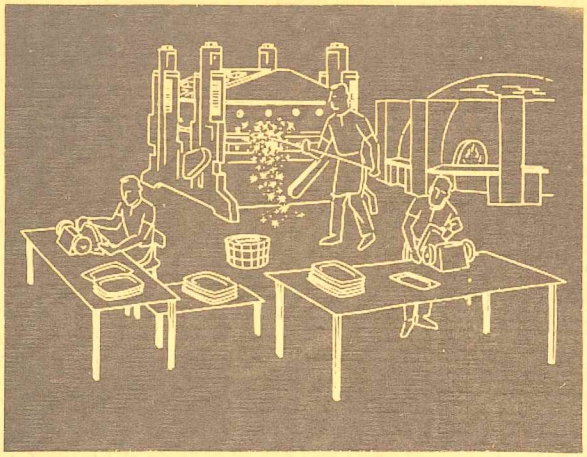


SWEDISH HOLLOWARE . . . the envy of the world. Products that are a result of ancient knowledge and skills, passed from Swedish fathers to their sons, from generation to generation. Our holloware is formed by expert craftsmen with patient care. Only the finest 18/8 Swedish stainless steel is used. It is carefully hand finished to absolute perfection. Your gift will be the finest holloware available. These are gifts for a lifetime. Make your gift more precious, with engraving. See inside back cover for engraving costs.

THE HOSTESS TRAY is a glistening invitation to guests at brunches, buffets or dinners. Perfect for hors d'oeuvres, candies, nuts, relishes or dressings. Handles make personal serving easy. Three individual trays of fine 18/8 stainless steel rest in a frame of solid American walnut, which has been crafted and finished to excellence.

Overall length is 16¾-inches, 1⅜-inches high. Individual trays are 4¾-inches by 4¾-inches. Packaged in a gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 577	$10.75	$10.25	$9.75	$9.50

MAILERS AVAILABLE at 24¢ each, net.
A

THE KRONA strikes just the right note of elegance and good taste. A perfect hostess tray . . . yet a carousel. The Krona can be passed at a cocktail party or at the table. When in place on the table, buffet or coffee table . . . it turns with just a finger touch.

Walnut and stainless steel provide an ideal setting for hors d'oeuvres, seafoods, relishes or dressing.

The four trays of fine 18/8 Swedish stainless steel lift out for easy cleaning. American walnut base is crafted and finished to excellence. Overall diameter 17-inches. 2¼-inches high. Individual trays 8¼-inches by 8¼-inches. Packaged in a gift mailer with romance card.

	12-24	25-49	50-99	100 and up
No. 584	$25.30	$24.80	$24.30	$23.80

U.S. Patent D207,409
A

THE DORRHOLM is a lustrous greeting to every guest. Three compartments serve them hors d'oeuvres, candies, nuts or dressings.

Crafted of the finest 18/8 stainless steel by time-honored Swedish craftsmen. Compartments are softly brushed to a satiny haze finish, contrasting with the gleaming mirror polish on the tray edge.

This outstanding table server is 12⅛-inches in length, 4⅝-inches wide.

Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 574	$5.90	$5.70	$5.60	$5.00

U.S. Patent D-182,626
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

THE TORSHOLM . . . a serving tray for all occasions.

Born of imaginative, contemporary design, finest 18/8 stainless steel, and flawless Swedish craftsmanship. Four matching compartments provide ideal service for hors d'oeuvres, candies, nuts or dressings.

Finished in a radiant combination of satin and mirror finish lustres. This exclusive holloware is 15⅜-inches long, 6-inches wide and ⅞-inch high.

Packed in beautiful black and silver gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 524	$9.70	$9.50	$9.30	$9.10

U.S. Patent D-182,626
MAILERS AVAILABLE at 18¢ each, net.
A

THE BORGHOLM FOOD WARMER—The flames of two candles keep foods piping hot as they add their friendly glow to the dinner or buffet table. A gift that becomes a treasured possession as each year passes.

The two bowls serve hot vegetables or sauces. It is particularly ideal for serving beef stroganoff, lobster newburg or just keeping food warm for correct service.

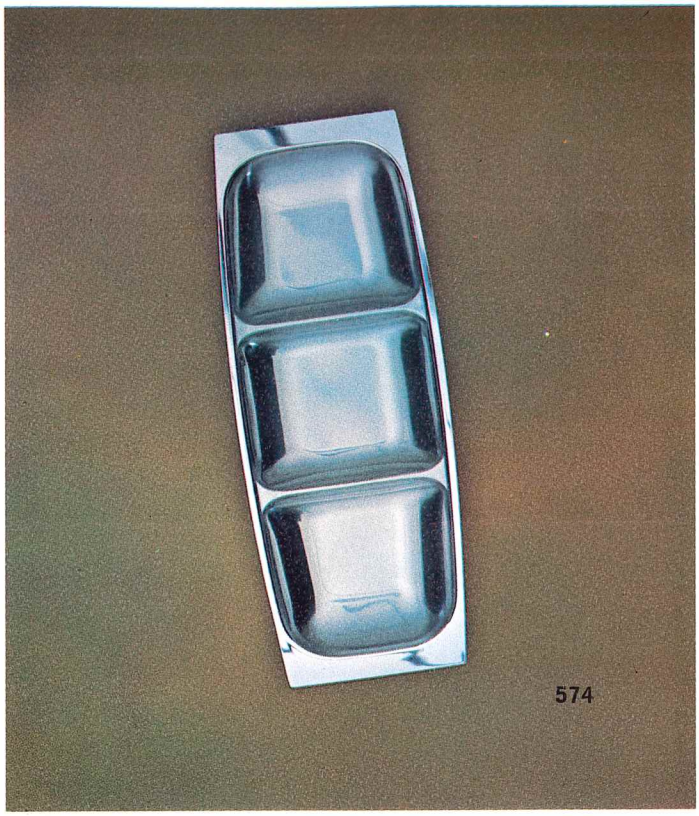
The server is formed in 18/8 stainless steel by skilled Swedish craftsmen. Patient care is shown in the brilliant lustre and satin finish.

The warmer stand is made of beautifully grained solid walnut. Warming candles in frosted glass containers are included.

The server is 12½-inches long, 8-inches wide and 1½-inches deep. The overall height is 4⅞-inches. Packaged in beautiful gift mailer with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 596	$16.50	$16.20	$15.90	$15.70	$15.50

A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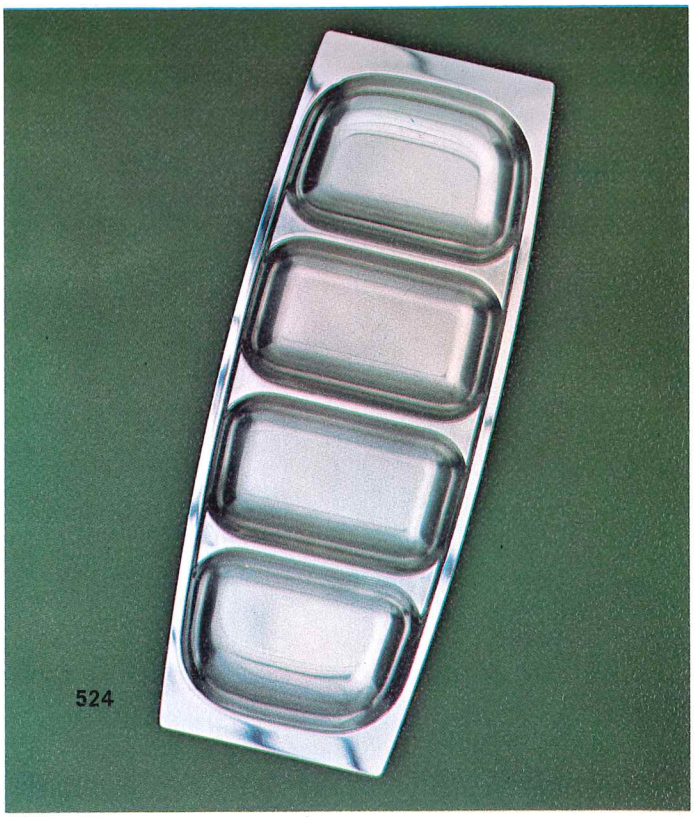
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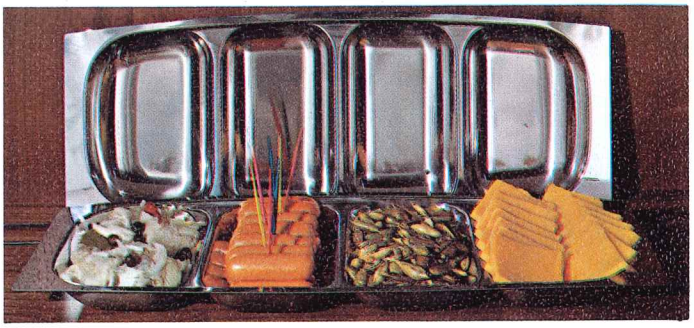

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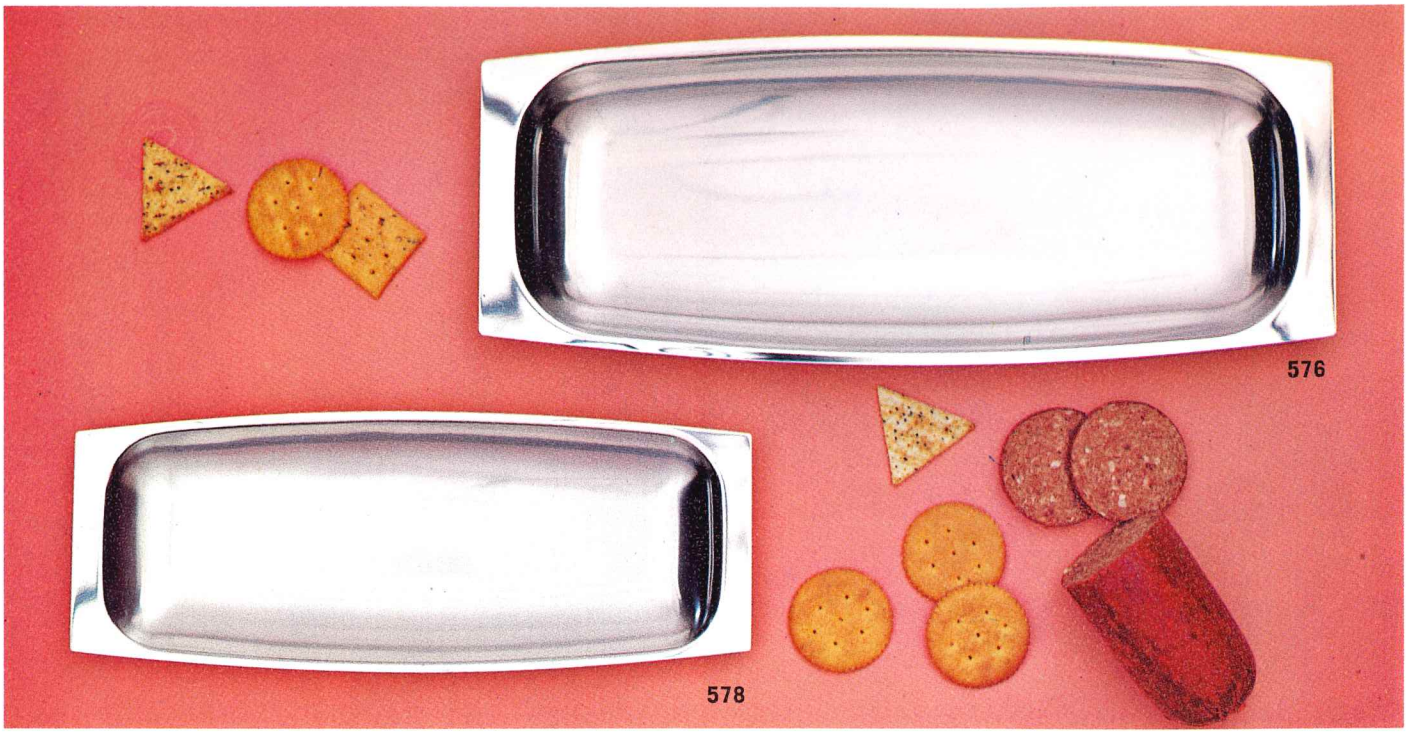
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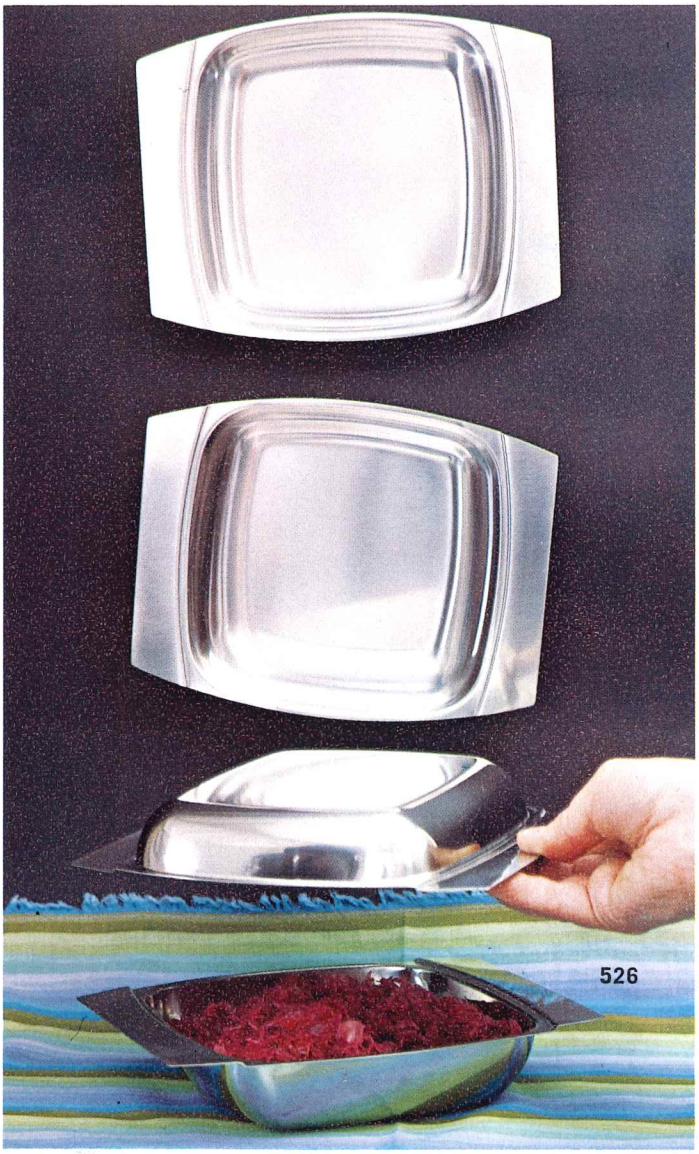
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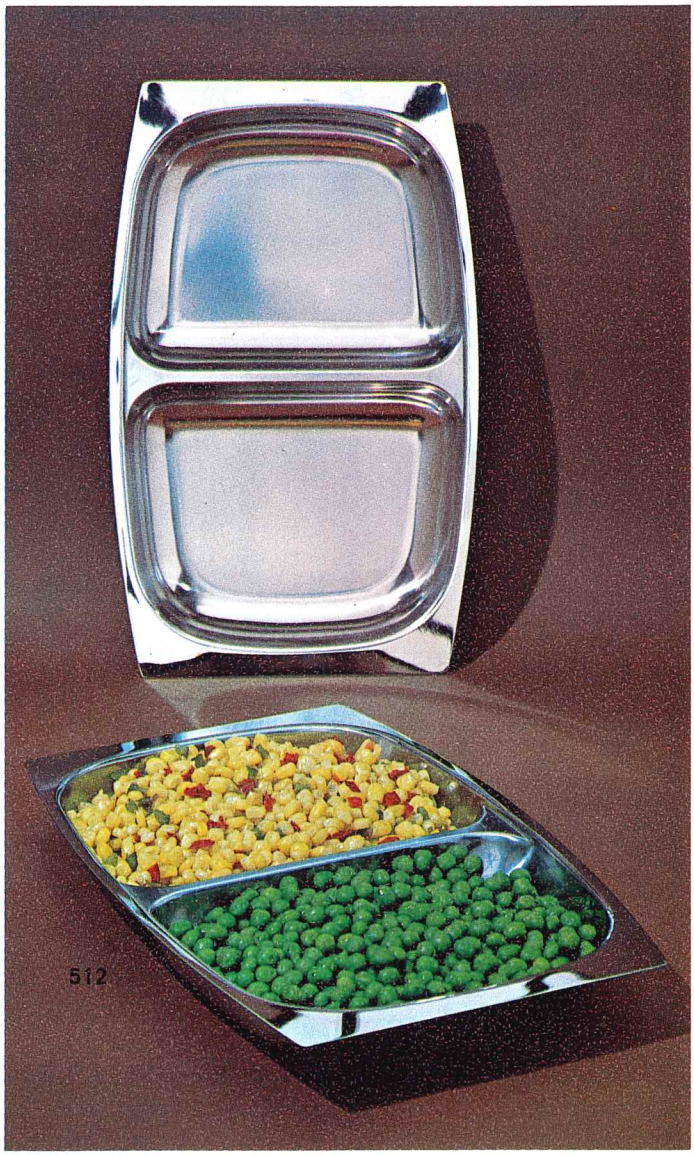
512

THE SVANEHOLM — 15½ x 6-inches — A masterpiece of utility. Ideal for bread, rolls, snacks or relishes. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 576	$8.70	$8.40	$8.20	$8.00

U.S. Patent D-182,626
MAILERS AVAILABLE at 18¢ each, net.
A

THE TREVHOLM 12⅛ x 4$\frac{11}{16}$-inches. Designed as a relish tray but practical for biscuits, cheeses or appetizers. Packaged in beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 578	$5.30	$5.10	$5.00	$4.45

U.S. Patent D-182,626
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

THE LANDSKRONA is a welcome and much desired gift. It was created to serve as a covered vegetable dish or as two separate serving dishes.

A product of the skills of expert Swedish craftsmen and fine 18/8 Swedish stainless steel.

It will be treasured by anyone who receives it.

You may select the Landskrona as a set—dish with cover; or either dish. Both are 9½-inches by 7½-inches. The deep dish (bottom) is 1¾-inches high, the shallow dish (cover) 1¼-inches high.

Beautifully packaged in gift box with romance card.

	12-24	25-49	50-99	100 and up
No. 526 (Set)	$14.15	$13.90	$13.65	$13.40
No. 527 (Shallow Bowl)	$7.30	$7.10	$6.90	$6.80
No. 528 (Deep Bowl)	$7.90	$7.70	$7.50	$7.40

MAILERS AVAILABLE at 19¢ each, net.
A

THE BORGHOLM is table elegance expressed in 18/8 Swedish stainless steel by skilled Swedish artisans. Two bowls with the table convenience of one. It serves two vegetables, relishes, or dips.

Each Borgholm is hand finished to a brilliant lustre. 12½-inches long, 8-inches wide, and 1½-inches high.

Gift packaged in silver and black box with romance card.

	12-24	25-49	50-99	100 and up
No. 512	$8.80	$8.60	$8.40	$8.20

U.S. Patent D-182,626
MAILERS AVAILABLE at 20¢ each, net.
A

THE ETCHED GOTHAN . . . exquisitely combines the beauty of etching with gleaming stainless. Handcrafted in Sweden of 18/8 stainless steel, then the beautiful designs are etched to create a piece of lasting beauty.

Used as a wall piece, it reflects the decorator's touch. It is a hostess's delight for serving canapes, sandwichs, fruits or candies.

Custom etching of trademark or logo is also available. Minimum order of 250 pieces. Price quotation on request.

Choice of festival or schooner etch design. An eminent gift for the most discernible. 13-inches in diameter. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 835 Schooner Design	$11.70	$11.40	$11.20	$11.00
No. 735 Festival Design	$11.70	$11.40	$11.20	$11.00

MAILERS AVAILABLE at 24¢ each, net.
A

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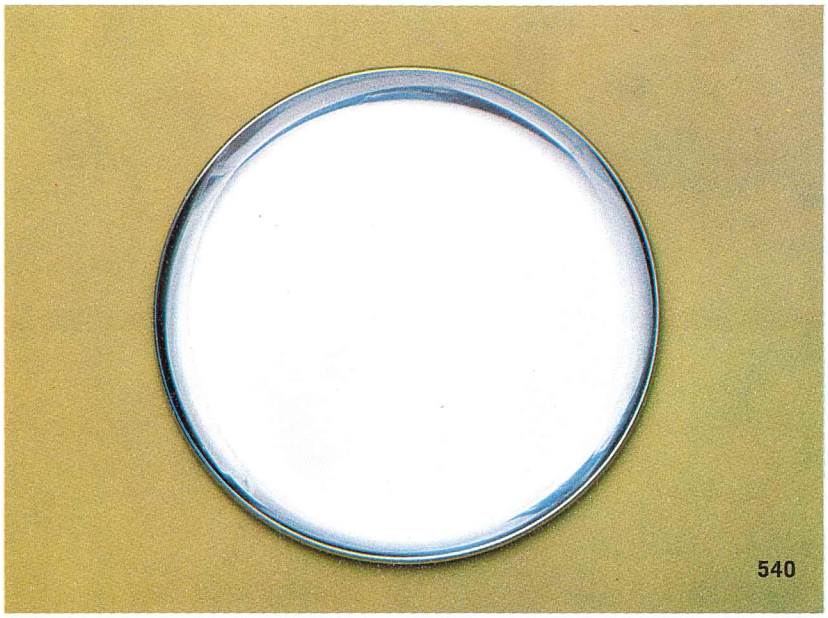
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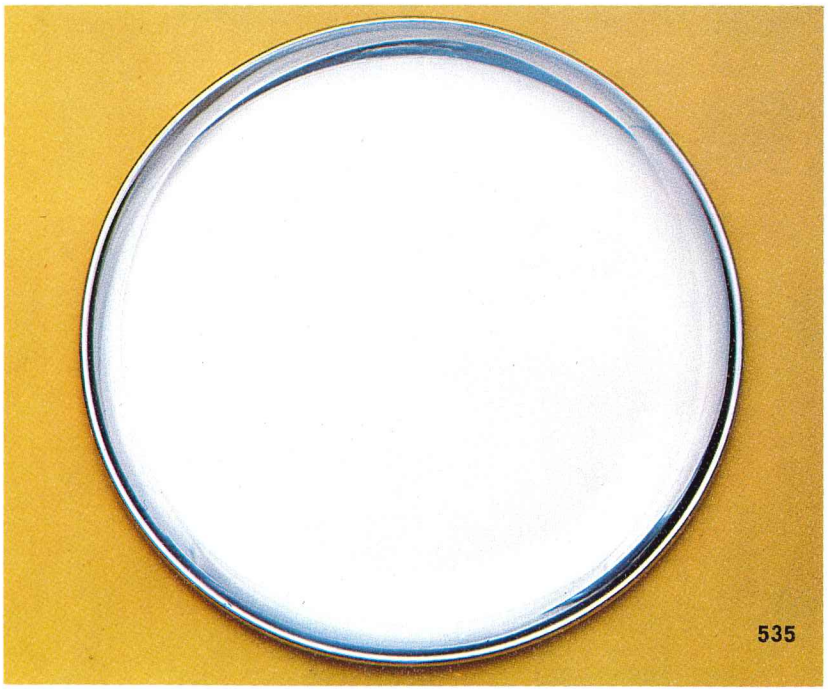

535

THE GOTHANETTE—7-inches in diameter—Circles of elegance for individual serving or for buffet assortment service. Ideal for individual serving of desserts. Also buffet or table settings for hors d'oeuvres, canapes, relishes, etc. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 534-1 (1 piece)	$3.70	$3.60	$3.55	$3.50
No. 534-2 (2 pieces)	$7.00	$6.80	$6.60	$6.50

MAILERS AVAILABLE for all above 17¢ each, net.
A

THE GOTHAN II 10-inches in diameter. A dinner plate size in the perfect shape for serving sandwiches, desserts, cake, or nuts. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 540	$6.70	$6.50	$6.30	$6.20

MAILERS AVAILABLE at 18¢ each, net.
A

THE GOTHAN—13-inches in diameter—A lustrous circle of beauty. Its large size makes it ideal for hors d'oeuvres, canapes, cake, sandwiches, meats and beverage service. Beautifully gift boxed with romance card.

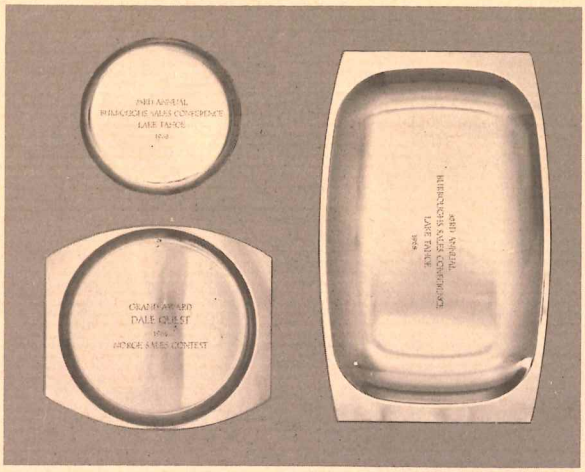
	12-24	25-49	50-99	100 and up
No. 535	$8.70	$8.40	$8.20	$8.00

MAILERS AVAILABLE at 24¢ each, net.
A

THE GOTHAN SET . . . a group of three platters for buffet setting. Consists of 1 No. 535 Gothan Platter, 13-inches in diameter and 2 No. 534 Gothanette Platters, 7-inches in diameter. A stunning gift for a discerning person. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 536	$15.40	$14.90	$14.40	$14.15

MAILERS AVAILABLE at 24¢ each, net.
A



AFTER THE EVENT . . .
THE DIGNITY OF THE GIFT REMAINS

Achievements . . . commemoratives . . . business activities are events to be remembered. They are best recalled with beautifully engraved Swedish 18/8 stainless steel holloware. Exquisite forms of beauty and practicality, they reflect the dignity of the award in a most flattering way.

This year put a new meaning into your awards . . . golf . . . bowling . . . sales contests . . . anniversaries. Engraved Swedish stainless holloware costs no more than other trophies. The person receiving the award will appreciate your thoughtfulness . . . for years.

See engraving charges on inside back cover for all holloware shown in this catalog.

THE LUNSHOLM PLATTER is truly banquet size 20¾-inches by a full 12⅜-inches. It accommodates the largest holiday turkey, ham or roasts. For any occasion demanding food in abundance. Packed in an attractive gift mailer with romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 503	$21.50	$21.00	$20.60	$20.30	$20.00

A

THE KUNGSHOLM — 17½ by 10⅛-inches — A beautiful master dining platter. Large holiday size makes it ideal for turkey, ham, roasts. Shining loveliness on buffets with assorted meats, canapes, etc. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 519	$14.20	$14.00	$13.60	$13.40

MAILERS AVAILABLE at 24¢ each, net.
A

THE GRIPSHOLM — 12½ by 7¾-inches — A buffet platter that will bring glistening highlights to the table. Ideal for canapes, sandwiches, sliced meats and cheese. An individual steak platter that can be placed directly under the broiler flame. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 509 (Single)	$7.60	$7.40	$7.20	$7.10
No. 510 (Set of 2)	$14.40	$14.10	$13.80	$13.60

MAILERS AVAILABLE at 16¢ each, net for 509 or 510.
A

THE FRIEDHOLM — 10½ x 9½-inches — A round tray with a flowing art form. Versatile because it is perfect for either roasts, fowl, sandwiches, canapes or hors d'oeuvres. Beautifully gift boxed with romance card.

	12-24	25-49	50-99	100 and up
No. 513	$7.60	$7.40	$7.20	$7.10

MAILERS AVAILABLE at 18¢ each, net.
A

THE KRISHOLM — 14¾ x 8¾-inches — A dinner platter of distinguished elegance. Ideal for steaks, roasts, sandwichs or pastries. Beautifully gift boxed with romance card.

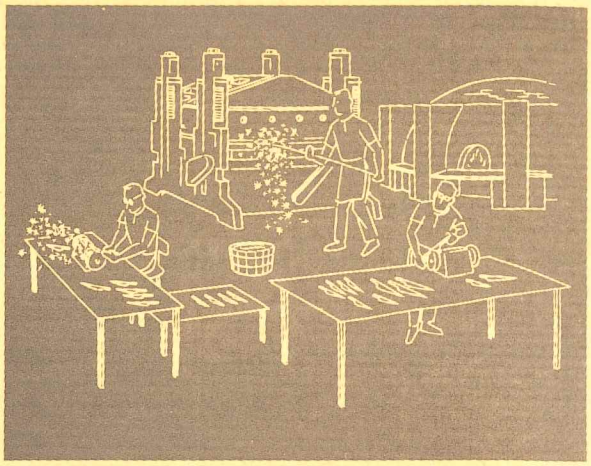
	12-24	25-49	50-99	100 and up
No. 511	$10.00	$9.80	$9.70	$9.50

MAILERS AVAILABLE at 20¢ each, net.
A

U.S. Patents D182,626, D184,651 cover No. 503, 509, 510, 511, 513, 519.

503
519
509
513
511

Jelly Spoon
Strainer
Cheese Scoop
Cheese Slicer
An Invitation
Buffet Server
Soft Food Spreader
Fork
440-7



THE IMPERIAL SNACK SET — Images of beauty . . . reflections of practicality. Both emerge in the Imperial Snack Set. A gift that is destined to be admired by every guest.

Seven pieces make up a complete snack service. Jam or jelly spoon . . . strainer . . . cheese scoop . . . cheese slicer . . . buffet server . . . soft food spreader . . . and fork.

From the hands of expert craftsmen comes this gift supreme. Each piece is formed by drop forging from solid bars of fine stainless steel. A special oxidizing process provides a rich background for The Imperial design. The gleaming finish of the bowls and blades are a brilliant contrast to the subtle brushed handles.

Approximate length of each piece is 7⅛-inches. Packaged in a beautiful flannel roll and attractive gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 440-7 (All 7 Pieces)	$14.00	$13.75	$13.50	$12.00	$10.75
No. 440-4 (Spoon, Strainer, Spreader, Fork)	$8.25	$8.15	$8.05	$7.20	$6.50
No. 440-3 (Slicer, Scoop, Server)	$6.75	$6.65	$6.55	$5.85	$5.25

MAILERS AVAILABLE: No. 440-7, 15¢; No. 440-4 and No. 440-3, 14¢ each, net.
1-3A 4B 5C

THE DYNASTY CARVING SET is a matchless combination of texture, design and practicality. Hot forged from solid bars of fine stainless steel. Carefully sharpened and hand finished with meticulous care. The textured handles are a subtle contrast to gleaming tines and blades. Only expert craftsmen can fashion this gift surpreme.

Carving set consists of a serving fork 11½-inches in length, carving knife 13¾-inches in length and a slicer 15¾-inches in length. Handsomely wrapped in a flannel roll and gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 383 (3 pc. Set)	$10.00	$9.80	$9.60	$8.55	$7.70
No. 382 (Fork and Carver)	$7.00	$6.85	$6.70	$6.00	$5.40

MAILERS AVAILABLE at 16¢ each, net.
1-3A 4B 5C

THE DYNASTY STEAK KNIFE SET . . . rewards the user with fine craftsmanship and sheer cutting pleasure. Each knife is hot forged from a solid bar of fine stainless steel, carefully sharpened and hand finished. Special treatment of the textured stainless handle design imparts a subtle beauty, contrasting with the gleaming blade. Truly a gift from the hands of expert craftsmen.

Six knives to the set. Overall length 8½-inches. Wrapped in a flannel roll and beautifully gift boxed with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 381	$10.00	$9.80	$9.60	$8.55	$7.70

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

THE DYNASTY CARVING AND STEAK SET consists of No. 383 and No. 381 combination in wood case. Described above.

	12-24	25-49	50-99	100-249	250 and up
No. 384	$21.00	$20.75	$20.50	$18.25	$16.50

MAILERS AVAILABLE at 23¢ each, net.
1-3A 4B 5C

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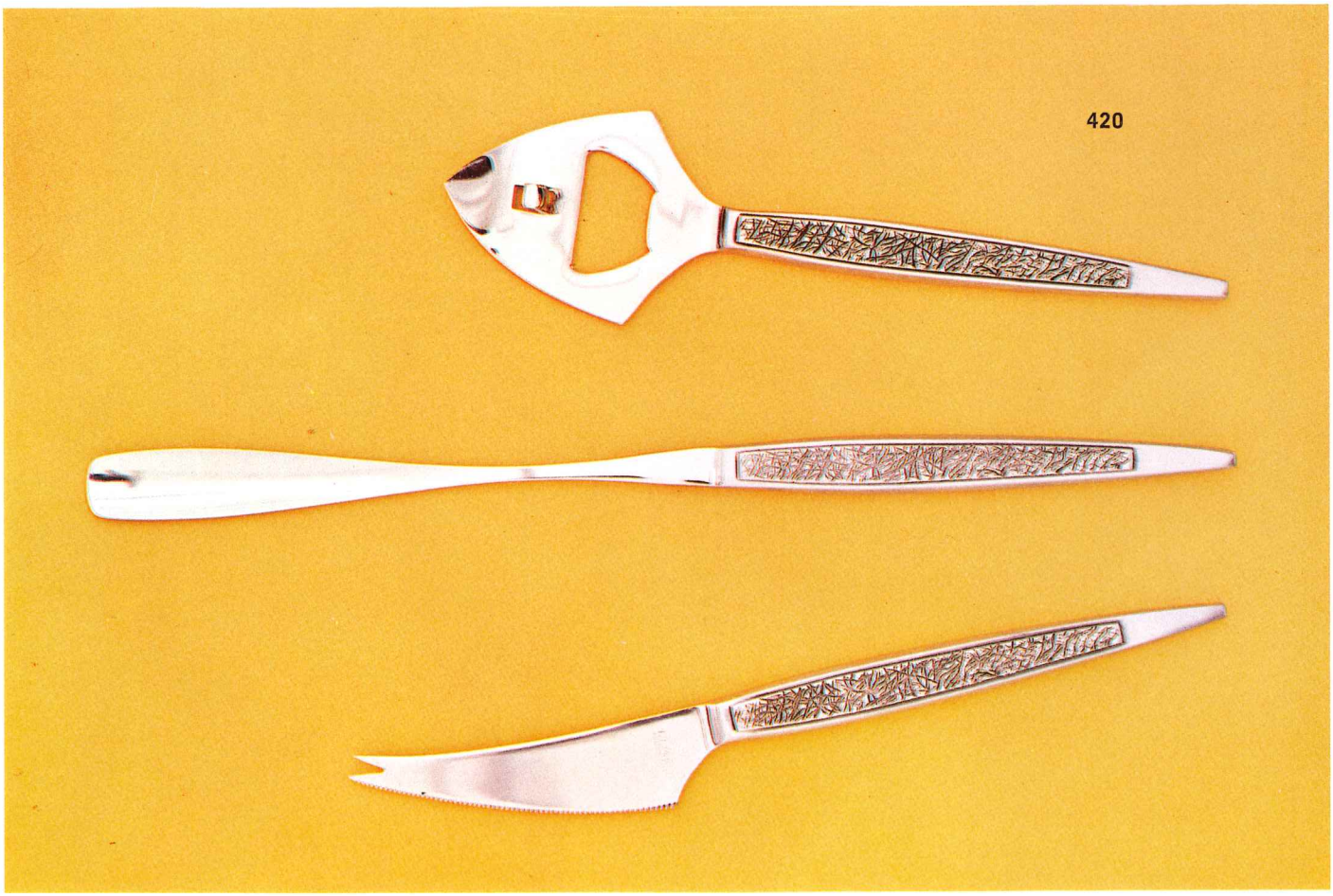
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THE DYNASTY SALAD SET – Exquisite table service. The combination of polished bowls provide a perfect contrast with the brushed and textured finish of the handles. Meticulously crafted in solid stainless steel. Perfectly balanced for tossing salads, serving, or buffet use. Overall length is 11½-inches. Bowl width is 2⅜-inches. Attractively wrapped in flannel roll and beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 354	$7.30	$7.10	$7.00	$6.30	$5.70

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B 5C

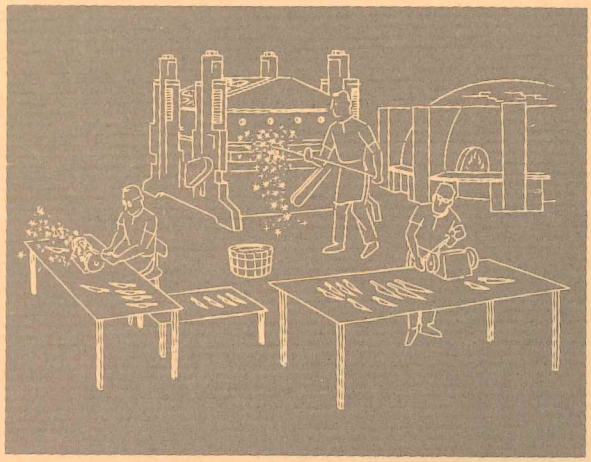
THE DYNASTY BAR SET will add its measure of warmth to every friendly refreshment hour.

Three pieces provide complete beverage service. The knife has a multi-purpose blade . . . serrated on one edge for cutting fruit and a forked tip for spearing olives, cherries or onions. Swizzle spoon is for mixing and the opener and piercer for bottles and cans.

Forged in fine stainless steel for a lifetime of service. Knife is 8-inches long, spoon is 10⅜-inches long, and opener is 7¼-inches long. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 420	$6.50	$6.30	$6.10	$5.40	$4.85

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C



DELMONICO GIFTS combine the design talent of America with the skill and patience of Old World craftsmen. Each piece is hot forged and quenched from a single solid bar of fine stainless steel.

Their skills have been passed on from generation to generation since the Middle Ages. Meticulous care is used in sharpening, polishing and finishing each piece.

The result is the glittering, beautiful Delmonico cutlery. Gifts that reflect your esteem to the person receiving it.

THE DELMONICO BEVERAGE SET is a natural companion to tall refreshments. How great they are for stirring iced tea, iced coffee or tall drinks! Their reach puts the slotted stirring bowl at the bottom of the glass for complete mixing.

They are crafted from solid bars of fine chrome-nickel stainless steel. Careful finishing has given the handles a soft satin lustre and the bowls are polished to a gleaming brilliance.

Overall length is 8⅛-inches. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 319-4 (Set of 4)	$3.40	$3.20	$3.10	$2.75	$2.45
No. 319-6 (Set of 6)	$4.70	$4.50	$4.40	$3.90	$3.50

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

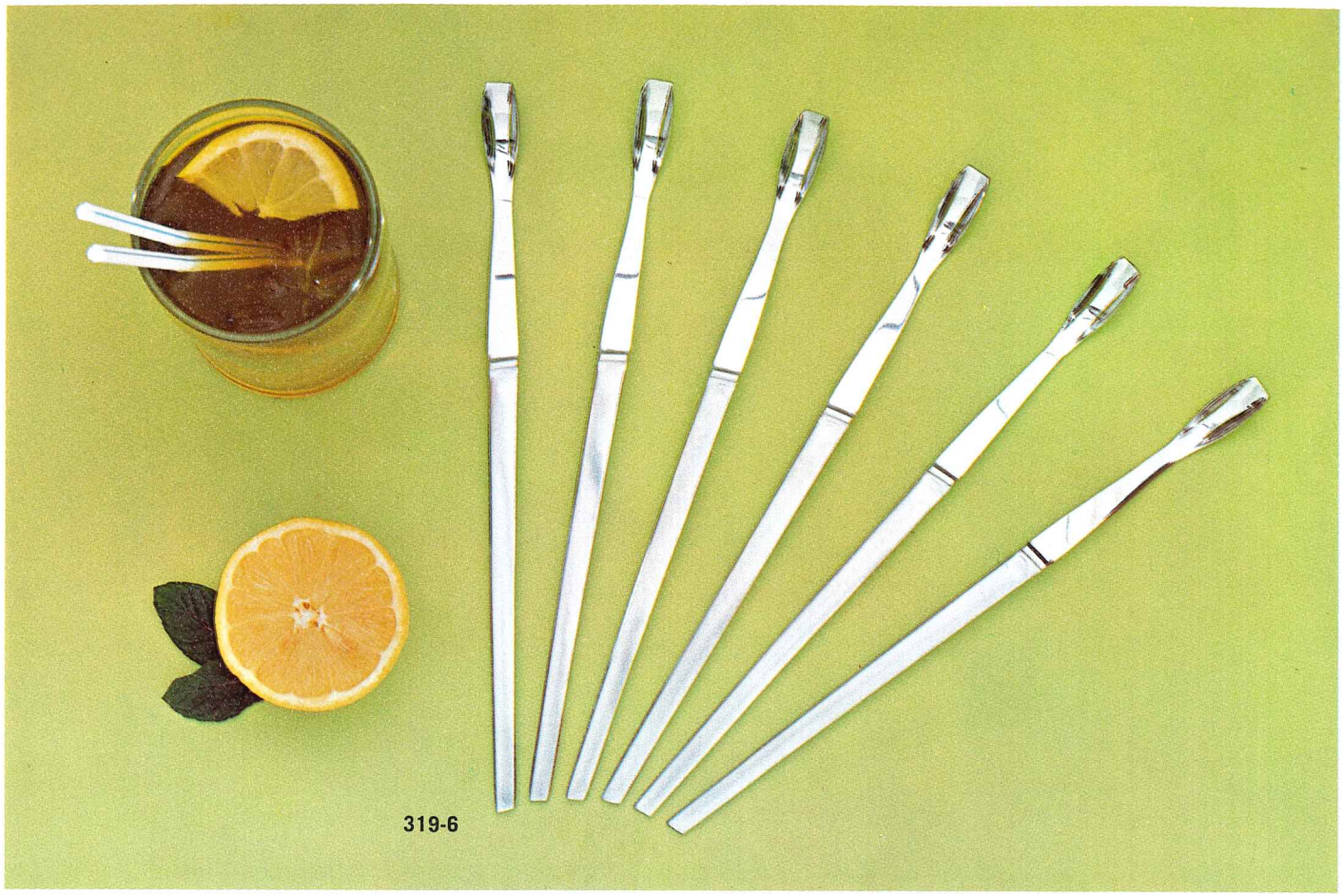
DELMONICO HOLIDAY SET . . . when the call is for refreshments, nothing will serve better than this exquisite three piece beverage set.

The multipurpose knife has a serrated edge for cutting fruit, a honed edge for paring and a forked spear tip for olives, onions or cherries. The swizzle spoon and bottle opener-canpiercer are constructed for long service of lifetime stainless steel by Austrian craftsmen of excellence. Packaged with a romance card in the new Regency gift box for luxurious gift giving, in flannel roll and gift box, or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2413*	$8.00	$7.80	$7.60	$6.75	$6.10
No. 413 (in flannel)	$6.90	$6.70	$6.60	$5.90	$5.30
No. 416 (in import box)	$8.20	$8.00	$7.80	$6.95	$6.25

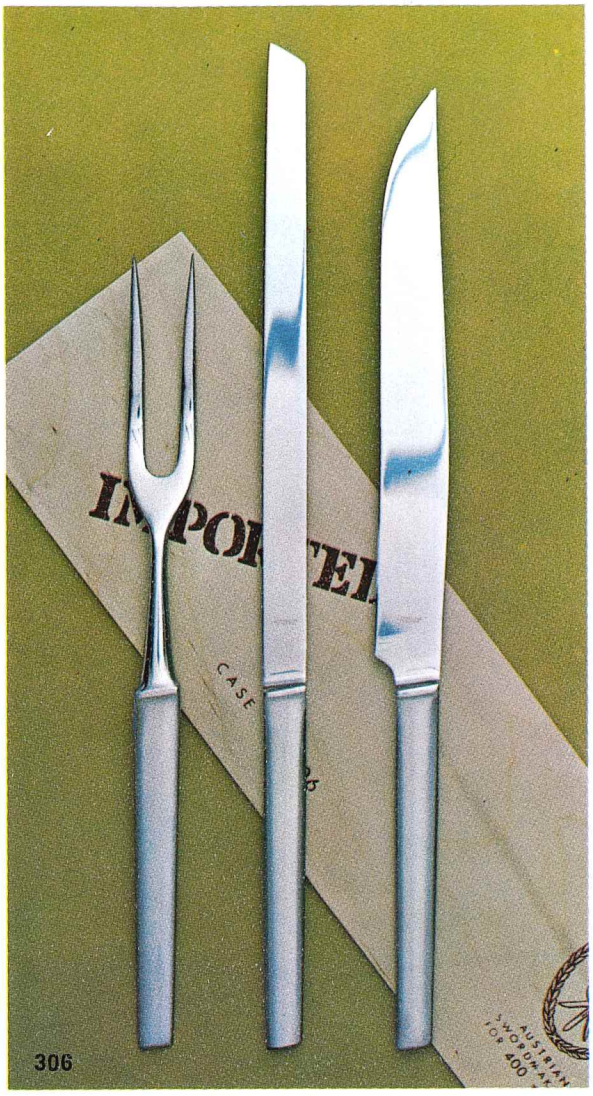
MAILERS AVAILABLE: No. 2413, 17¢, No. 413, 13¢, No. 416, 16¢ each, net.
1-3A 4B 5C

*See Regency Gift Package Information on Page 21.


319-6

IMPORTED
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS
416

IMPORTED
CASE NO. 317
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS
WELL
RARE
317


306

IMPORTED
307

THE DELMONICO STEAK SET is a handsome set of six matched steak knives, crafted by the Swordsmakers of Steyr in Austria. Only the finest stainless steel is hot forged into these Delmonico knives. A most fitting gift for those who demand quality. Overall length is 8-inches. Packaged with romance card in our finest gift package, the Regency gift box; in flannel roll in gift box or deluxe wood import case.

	12-24	25-49	50-99	100-249	250 and up
No. 2318*	$9.90	$9.70	$9.50	$8.50	$7.65
No. 318 (in flannel)	$9.10	$8.90	$8.70	$7.80	$7.05
No. 317 (in import case)	$9.95	$9.75	$9.55	$8.55	$7.70

MAILERS AVAILABLE: No. 2318, 17¢, No. 318, 13¢, No. 317, 15¢ each, net.
1-3A 4B 5C

THE DELMONICO CARVING SET was wrought by the skilled hands of Austrian craftsmen of the Swordsmakers of Steyr. The three-piece Carving Set consists of a carving knife, a slicer and a two tined serving fork. Each piece was hot forged from solid stainless, hand honed and finished to perfection.

All are Chef-size length. The fork is 11-inches, the Carving Knife is 13½-inches and the Slicer is 14-inches. Packaged, with romance card, in the Regency gift box in keeping with the elegance of the gift.

Also available in flannel roll in gift box, or deluxe wood import case .

	12-24	25-49	50-99	100-249	250 and up
No. 2365*	$10.70	$10.50	$10.30	$9.20	$8.30
No. 365 (in flannel)	$9.90	$9.70	$9.50	$8.50	$7.65
No. 306 (in import box)	$11.30	$11.10	$10.90	$9.75	$8.80

MAILERS AVAILABLE: No. 2365, 17¢, No. 306, 18¢, No. 365, 13¢ each, net.
1-3A 4B 5C

THE DELMONICO (2 PC.) CARVING SET . . . same as described above except consists of the basic carving knife and serving fork only. Available in the below packaging with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 368 (in flannel)	$7.00	$6.85	$6.70	$6.00	$5.40
No. 369 (in import case)	$7.50	$7.35	$7.20	$6.45	$5.80

MAILERS AVAILABLE: No. 368, 13¢ and No. 369, 16¢ each, net.
1-3A 4B 5C

THE DELMONICO STEAK AND CARVING SET will cause a stir of exitement when the gift is opened. Crafted of the finest stainless in true Delmonico tradition by the Swordsmakers of Steyr in Austria. Our finest 3 piece carving set and six precisely honed steak knives in an original import box of wood.

	12-24	25-49	50-99	100-249	250 and up
No. 307 (in import box)	$20.20	$19.90	$19.60	$17.50	$15.70

MAILERS AVAILABLE at 21¢ each, net.
1-3A 4B 5C

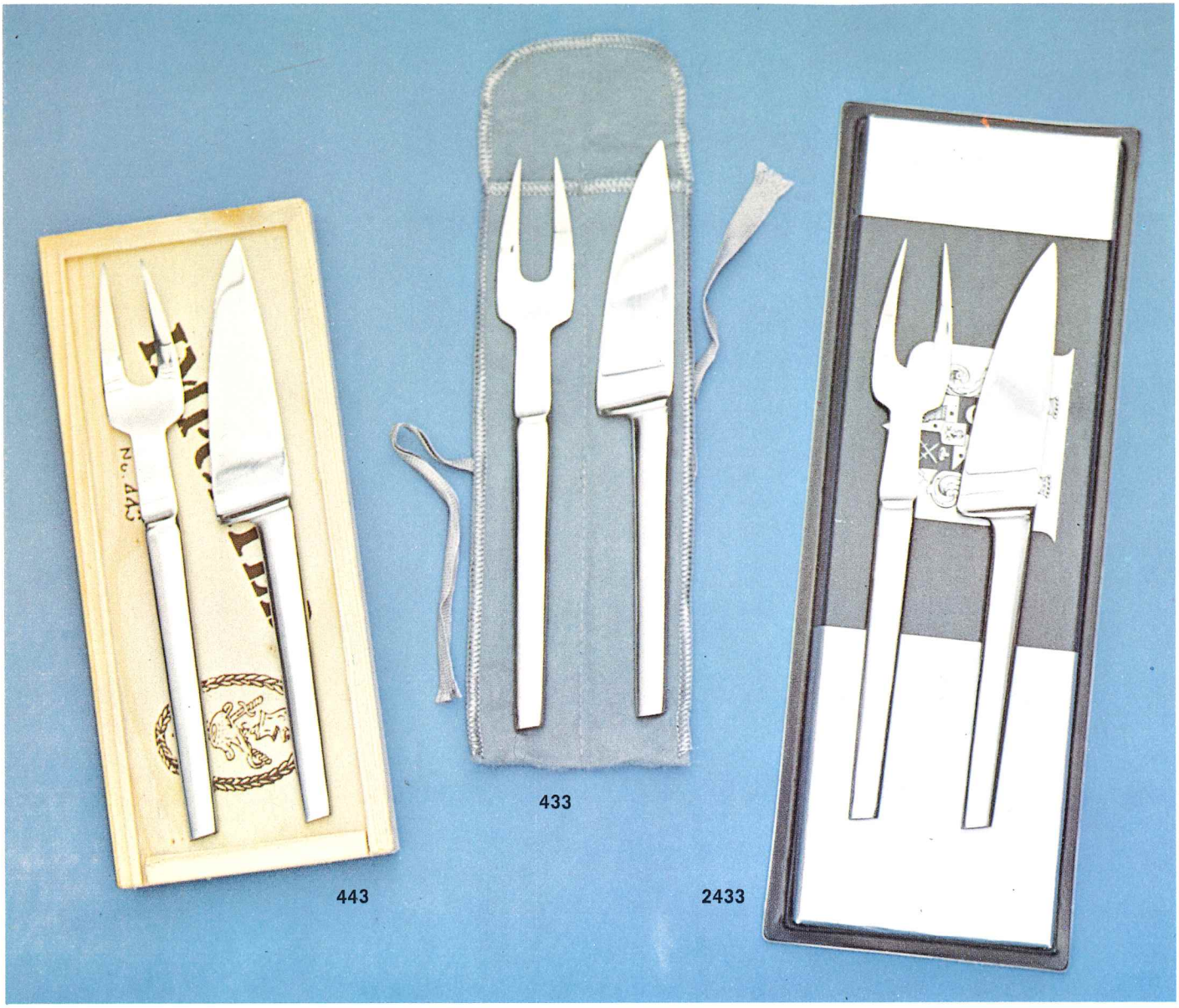
THE DELMONICO CHEF SET . . . a remarkable set of culinary tools. Balanced and shaped for perfect control. Hot forged from fine stainless steel by experts for centuries, the Swordsmakers of Steyr in Austria.

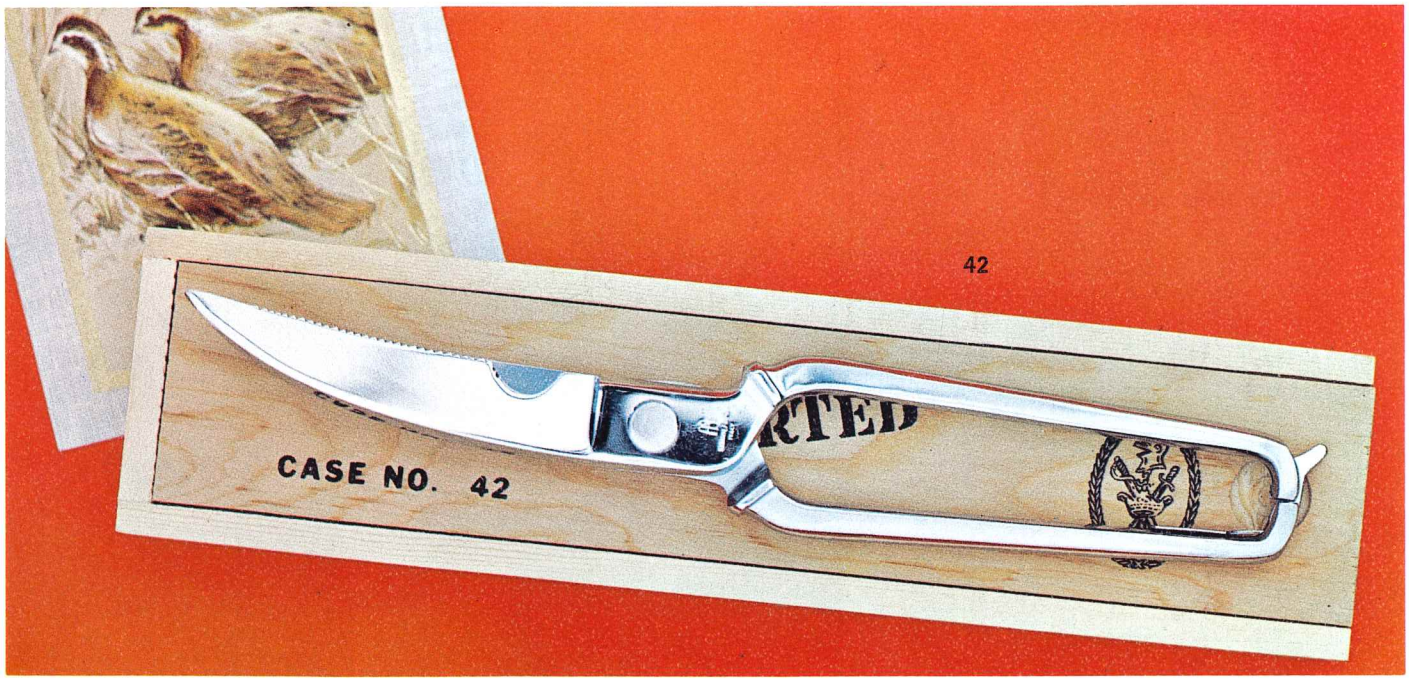
The set consists of three knives: A 15-inch Chef Knife shaped and weighted for chopping and cutting. A Roast Knife 17-inches long for slicing roasts and other meats. A Poultry Knife 13-inches in length for carving fowl. Beautiful brushed handles and hand polished blades. Packaged in original import box with romance card.

	12-24	25-49	50-99	100 and up
No. 366 (in import case)	$16.00	$15.70	$15.50	$13.90

U.S. Patent D-189,243
MAILERS AVAILABLE at 20¢ each, net.
1-3A 4B
*See Regency Gift Package Information on Page 21.

366


443
433
2433


42
CASE NO. 42

DELMONICO BUFFET SET is light, bright and versatile — for buffet serving of meats, fish or fowl. Carefully crafted in excellence, in the Delmonico design by Italian artisans.

Each piece is 7½-inches in length. Packaged with romance card in our new beautiful Regency package, a flannel roll and gift box, or deluxe import case.

	25-49	50-99	100-249	250-499	500 and up
No. 2433*	$4.80	$4.70	$4.60	$4.10	$3.70
No. 433 (in flannel)	$4.10	$4.00	$3.90	$3.45	$3.10
No. 443 (in import box)	$5.00	$4.90	$4.80	$4.28	$3.85

U.S. Patent D-189,243
MAILERS AVAILABLE: No. 2433, 16¢, No. 433, 13¢, No. 443, 14¢ each, net.
1-3A 4B 5C

THE DELMONICO GAME SHEARS is a tool that is welcome in every household. Compound spring cutting action snips through poultry bones or the toughest gristle with ease. Forged of tempered scissors-steel, then heavily chrome plated and hand polished to a high lustre by Italian artisans. Overall length is 10½-inches. Packaged with romance card in a beautiful gift box.

	25-49	50-99	100-249	250-499	500 and up
No. 40 (in gift box)	$5.40	$5.20	$5.10	$4.55	$4.10
No. 42 (in import box)	$6.50	$6.30	$6.20	$5.55	$5.00

U.S. Patent D-176,994
MAILERS AVAILABLE: No. 40, 12¢, No. 42, 15¢ each, net.
1-3A 4B 5C

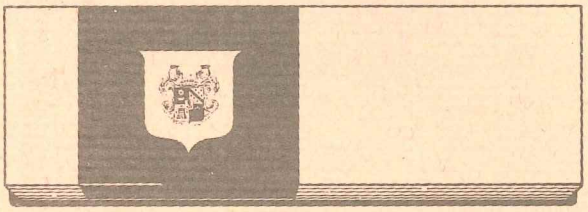
*See Regency Gift Package Information on Page 21.

THE RICHELIEU SERVING SET . . . truly king-sized and fit for a king. 13¾-inches of luxury, beauty and practicality. A spoon and fork so serving-perfect they remove dressing from the biggest Holiday turkey or goose with ease. So artfully impressive, they will complement the most formal buffet . . . so practical, the gourmet will insist on using them.

Crafted with unequalled excellence by the Swordsmakers of Steyr in Austria. The decoration is incised 1/16-inch into the heavy stainless steel handle, then oxidized to obtain the most elegant effect of the art of metal finishing. Packaged, with romance card, in the luxurious Regency gift box for special beauty and attention.

	12-24	25-49	50-99	100-249	250 and up
No. 2308*	$8.55	$8.35	$8.25	$7.40	$6.70
No. 308 (in flannel)	$7.90	$7.70	$7.60	$6.80	$6.15

U.S. Patent D-204,478
MAILERS AVAILABLE: No. 2308, 17¢ and No. 308, 15¢ each, net.
1-3A 4B 5C



THE EXCLUSIVE REGENCY GIFT PACKAGE – From the crest on the cover to the rich velour surface inside, the Regency Gift Package demonstrates the desire to give the finest. It is a luxurious complement to the fine gift inside.

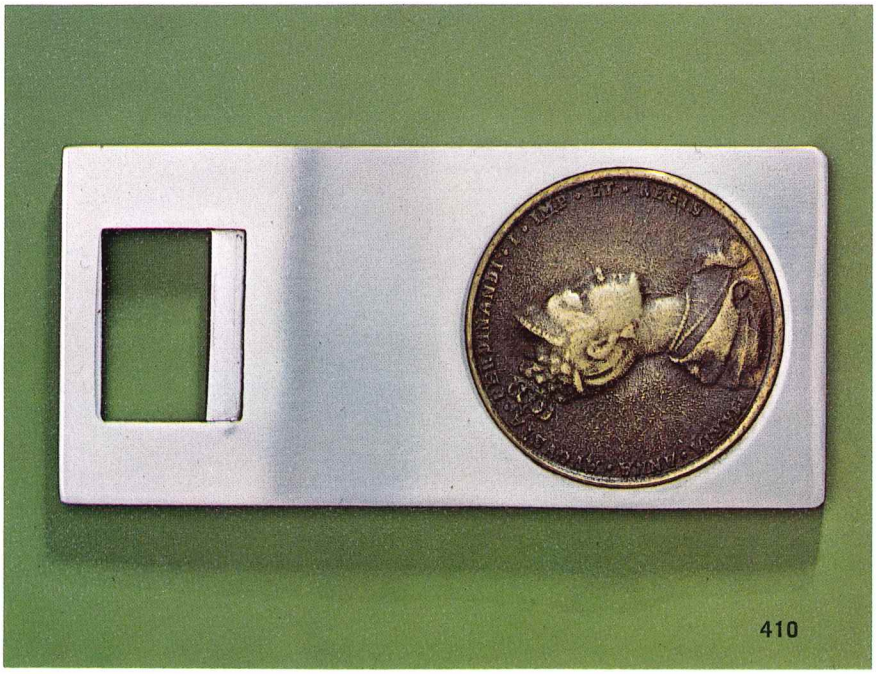
***PERSONALIZATION OF THE REGENCY GIFT PACKAGE**

An exquisite and personal touch is the personalization of your greeting. It may be done as shown below:

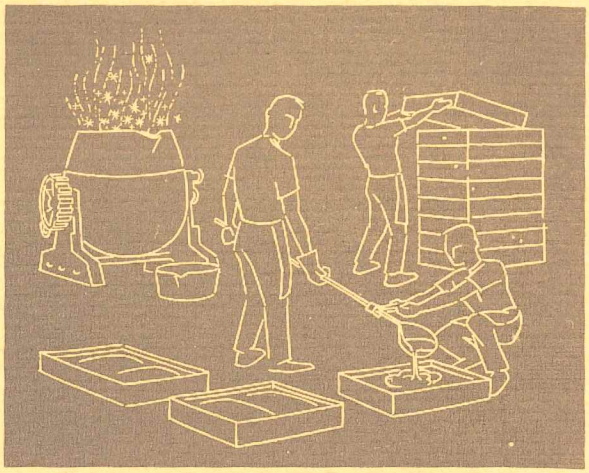
Gold Foil	Included for you to personalize in your own handwriting.	5¢ each, net.
Gold Foil	Names custom handwritten by us. (Provide a typewritten list.)	10¢ each, net.
Stamping	on pressure sensitive insert.	5¢ each, net plus cost of stamping. See inside back cover for stamping charges.

308

531
529
533


410

Yellow Pages
NEW YORK TELEPHONE
Duisburg
John Deere
50
YEARS
ENGINEERED SEALING



FLORENTINE GIFTS—so rare and beautiful—a touch of medieval Europe. The rare coin replica complements the Old World craftsmanship, creating a gift that stands alone in distinctive elegance.

THE LARGE FLORENTINE COIN BOWL—a decorator piece as well as a serving bowl. The large Florentine coin bowl will grace any setting—desk, mantel, buffet or table.

Fashioned from the finest Swedish stainless and buffed to a perfect finish. A large bowl, 9-inches in diameter and 2-inches high. Packaged in beautiful gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 531	$7.50	$7.30	$7.10	$6.35	$5.75

MAILERS AVAILABLE at 22¢ each, net.
1-3A 4B 5C

THE FLORENTINE COIN TRAY seems to speak a message of antiquity in its simple lines of stainless steel. The cast coin imbedded in its center is a replica of one popular in early Europe.

This unusual tray serves cigarettes . . . a convenient holder for calling cards . . . a bureau organizer for rings, jewelry and coins, as well as a most unusual way to pass mints and candies.

Crafted in Italy with patient care. Fine stainless steel, finished to a satiny perfection. 5 15/16-inches long, 3¾-inches wide. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 529	$2.90	$2.70	$2.55	$2.25	$2.00

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

THE FLORENTINE COIN BOWL—a remembrance of lustrous beauty. Swedish craftsmen have created this bowl in the finest stainless steel. The bowl invites use for nuts, candies. Perfect as an ash-tray. 5¼-inches, top diameter. 1¾-inches, bottom diameter. 1¼-inches high. Packaged in handsome gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 533	$3.00	$2.90	$2.85	$2.55	$2.30

MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B 5C

THE FLORENTINE BOTTLE OPENER is a product from the skilled hands of Italian artisans of metal. It is an unusual and practical companion at the refreshment hour.

The antiqued cast metal replica of an early European coin contrasts luxuriously with the fine stainless steel that holds it.

It is 4¼-inches long and 2-inches wide. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 410	$2.35	$2.25	$2.20	$1.95	$1.75

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

CUSTOM-MADE FLORENTINE GIFTS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process, and mounted in any of the above Florentine pieces. See page 23 for costs.

THE FLORENTINE MAGNIFIER . . . The old world charm of the Florentine Coin design is mated to practicality. A 3 power magnifier hinges out of its case for instant use. When folded back into the case The Florentine Magnifier becomes a desk paperweight. The padded bottom can be covered with a swatch imprinted with ad copy or a personalization. (See inside back cover for charges.) Overall diameter is 3-inches. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 666	$5.60	$5.45	$5.35	$4.80	$4.35

Swatch for bottom 5¢ each, net, gold or silverstamping extra.
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B 5C

THE FLORENTINE TAPE is for the man who delights in a touch of the old world . . . and a dash of the unusual. A ten foot steel tape is encased in cast metal, embellished with the Florentine Coin design. Serves two fold . . . for measuring and as a paperweight. Padded on the bottom to prevent slipping or scratching. Advertising or personalization can be placed on a swatch and attached to the bottom. (See inside back cover for charges.) Overall diameter is 3-inches. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 667	$6.00	$5.90	$5.85	$5.25	$4.75

Swatch for bottom 5¢ each, net, gold or silverstamping extra.
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B 5C

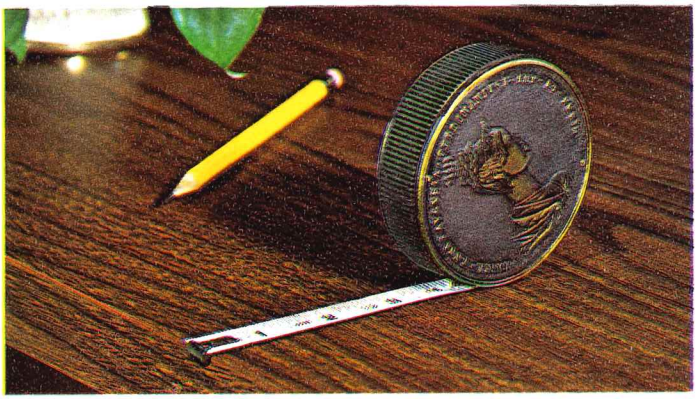
CUSTOM-MADE FLORENTINE GIFTS are now available. Your business name, logo, trademark or message can be reproduced in the solid metal coin, antique finished by a special process, and mounted in any of the below Florentine pieces. All costs shown below are net and in addition to prices shown in the catalog.

Artwork must be of good quality and camera ready.

Delivery time is 16 to 20 weeks after receipt of approved artwork.

No.		Approximate Tooling Cost One Side	Both Sides	Minimum Quantity	Service Charge
533	Coin Bowl	$175.00	$350.00	1000	5¢
410	Bottle Opener	$175.00	$350.00	1000	each
529	Coin Tray	$175.00	$350.00	1000	
531	Large Coin Bowl	$225.00	$450.00	500	5¢
508	Continental Set	$225.00	$450.00	500	each
666	Magnifier	$225.00		500	
667	Tape	$225.00		500	

666



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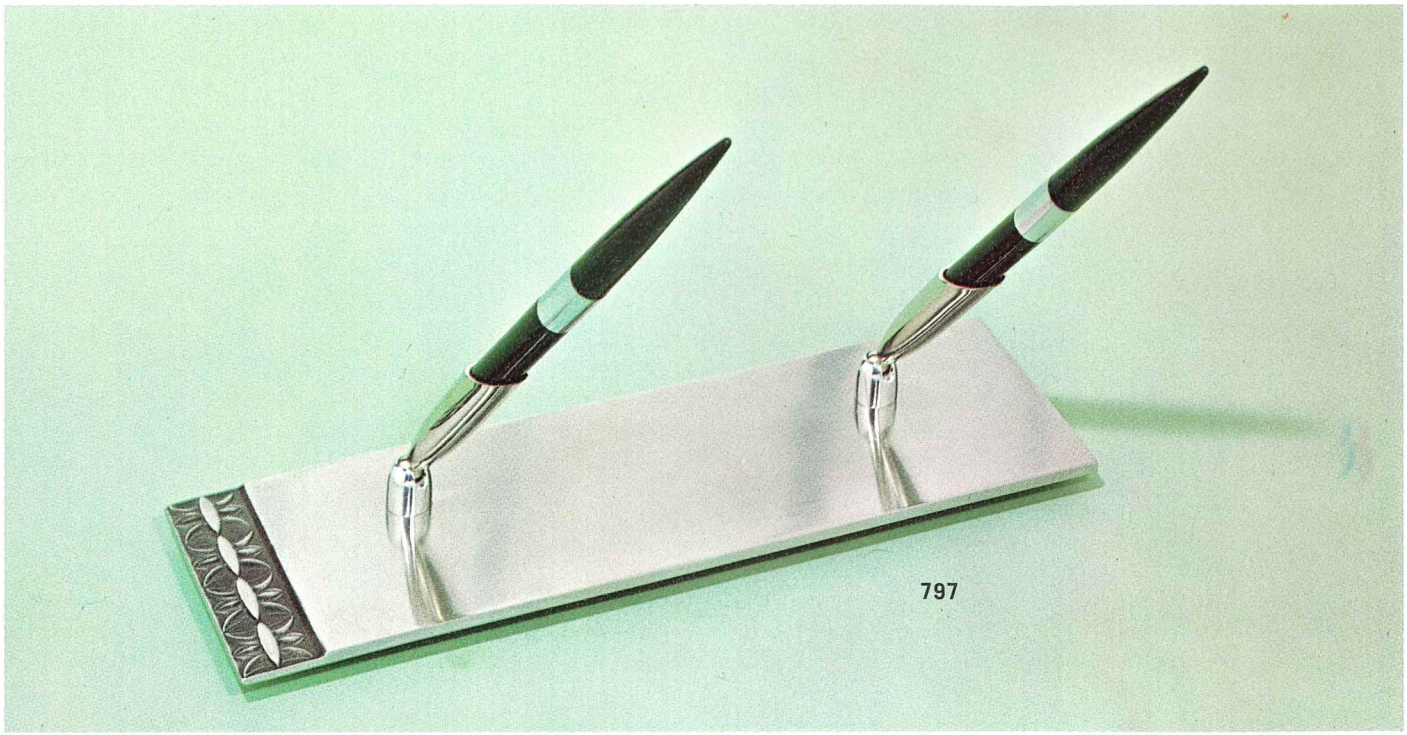

797

793

THE CROWN PEN SET is more than just a pen set. It is forged from a thick ingot of solid stainless steel of the highest quality. The surface is brushed to a fine satin finish . . . then oxidized to accent the elegant design. Meticulous care has been used to assure its inherent elegance. Engraving or screenprinting is available on the top surface. The soft bottom padding will accept a swatch for ad copy. (See inside back cover for charges.) 9-inches long by 3-inches wide. Complete with two desk style ballpoint pens. Packaged in an attractive gift box with romance card.

	12-24	25-49	50-99	100-249	250-499	500 and up
No. 797	$7.90	$7.70	$7.50	$7.30	$6.55	$5.90

Swatch for bottom 5¢ each, net, silverstamping extra.

MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B 6C

No. 797S Deluxe Schaeffer pens instead of standard pens, $2.00 net, extra.

THE CROWN DESK SET—A magnifier and a letter opener . . . created to serve in any setting.

Crafted in fine stainless steel . . . then oxidized to background the handsome forged handle designs. Carefully hand finished to bring forth elegant satin lustre handles and glistening instruments.

If engraving is desired, specify which handle—(magnifier or letter opener)—should be engraved. For engraving charges see inside back cover.

Overall length of magnifier is 7-inches. The three and one-half power magnifying glass is 2-inches in diameter. The letter opener is 9⅜-inches overall. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500-999	1000 and up
No. 793	$6.95	$6.80	$6.70	$6.00	$5.40	$5.30

Design Patent Pending
MAILERS AVAILABLE at 17¢ each, net.
1-3A 4B 5-6C

THE CROWN ASHTRAY is truly a beautiful and functional accessory. Skilled Swedish craftsmen have fashioned it in 18/8 chrome nickel stainless steel. The unusual oxidized Crown design blends with the brushed finish as it rings the tray. It reflects an elegance that is usually reserved for rare antiques. The ashtray cover removes for cleaning.

Personalization or ad copy may be engraved on the cover or bottom. Screenprinting available on the bottom. (See inside back cover for charges. For personalization on cover see hand engraving.)

Tray is 4⅞-inches in diameter and 1¼-inches high. Packaged in an attractive gift box with romance card.

	12-24	25-49	50-99	100-249	250-499	500 and up
No. 798	$7.50	$7.30	$7.10	$6.90	$6.15	$5.50

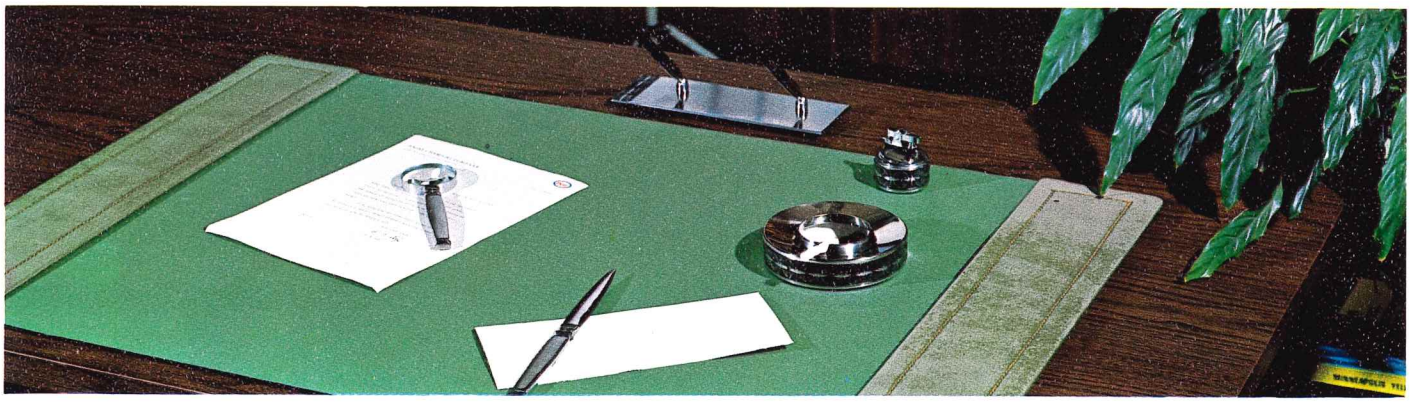
MAILERS AVAILABLE at 14¢ each, net.
1-4A 5B 6C

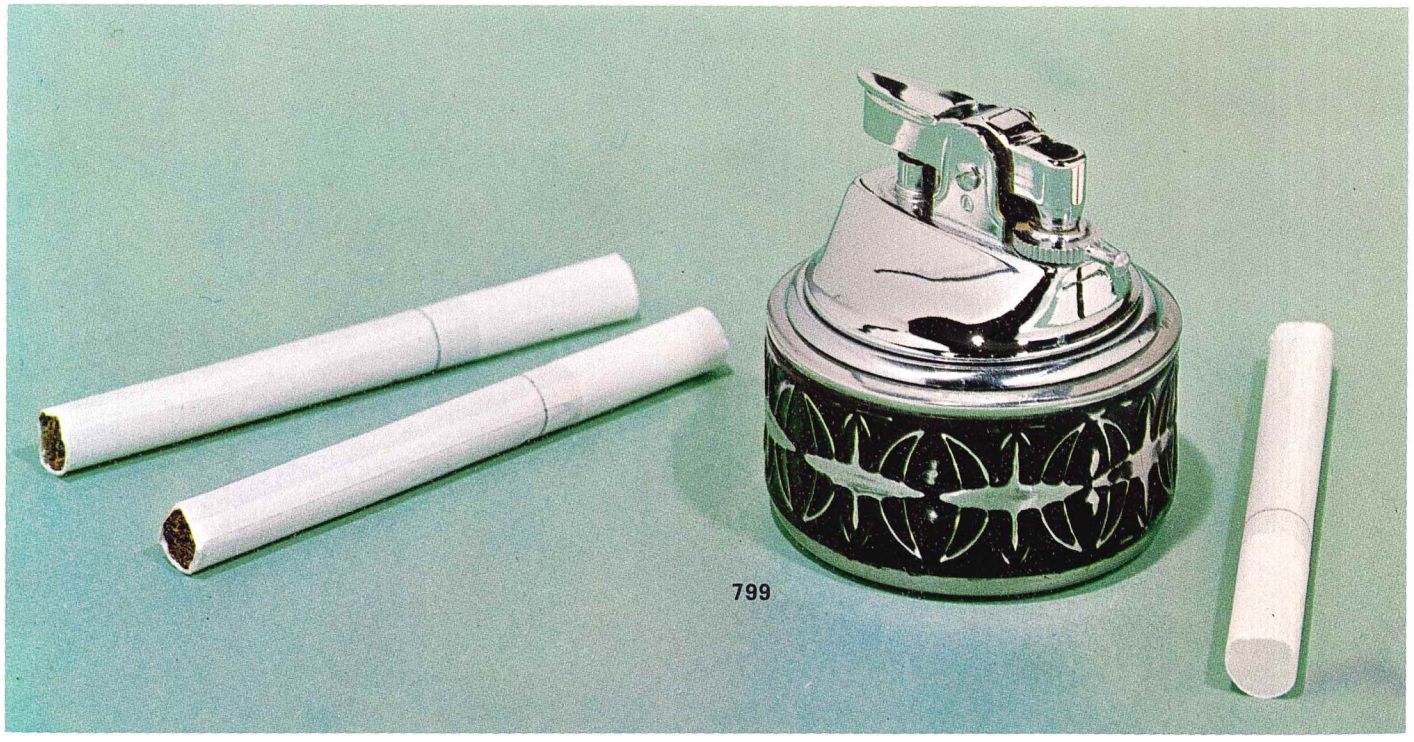
THE CROWN TABLE LIGHTER repeats the unusually handsome Crown theme as it circles the case. The antique-like finish subtly contrasts with the soft brushed and gleaming surfaces of its case. The lighter is pleasantly heavy and easy to use. Expert Swedish craftsmen have fashioned the case in 18/8 chrome nickel stainless steel. Available for fluid fill or butane gas. The lighter is 2-inches in diameter, and 2-inches high. Packaged in an attractive gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 796 (Fluid)	$5.40	$5.20	$5.10	$5.00	$4.45
No. 799 (Butane)	$9.70	$9.40	$9.20	$9.00	$8.00

MAILERS AVAILABLE at 13¢ each, net.
1-4A 5B

798

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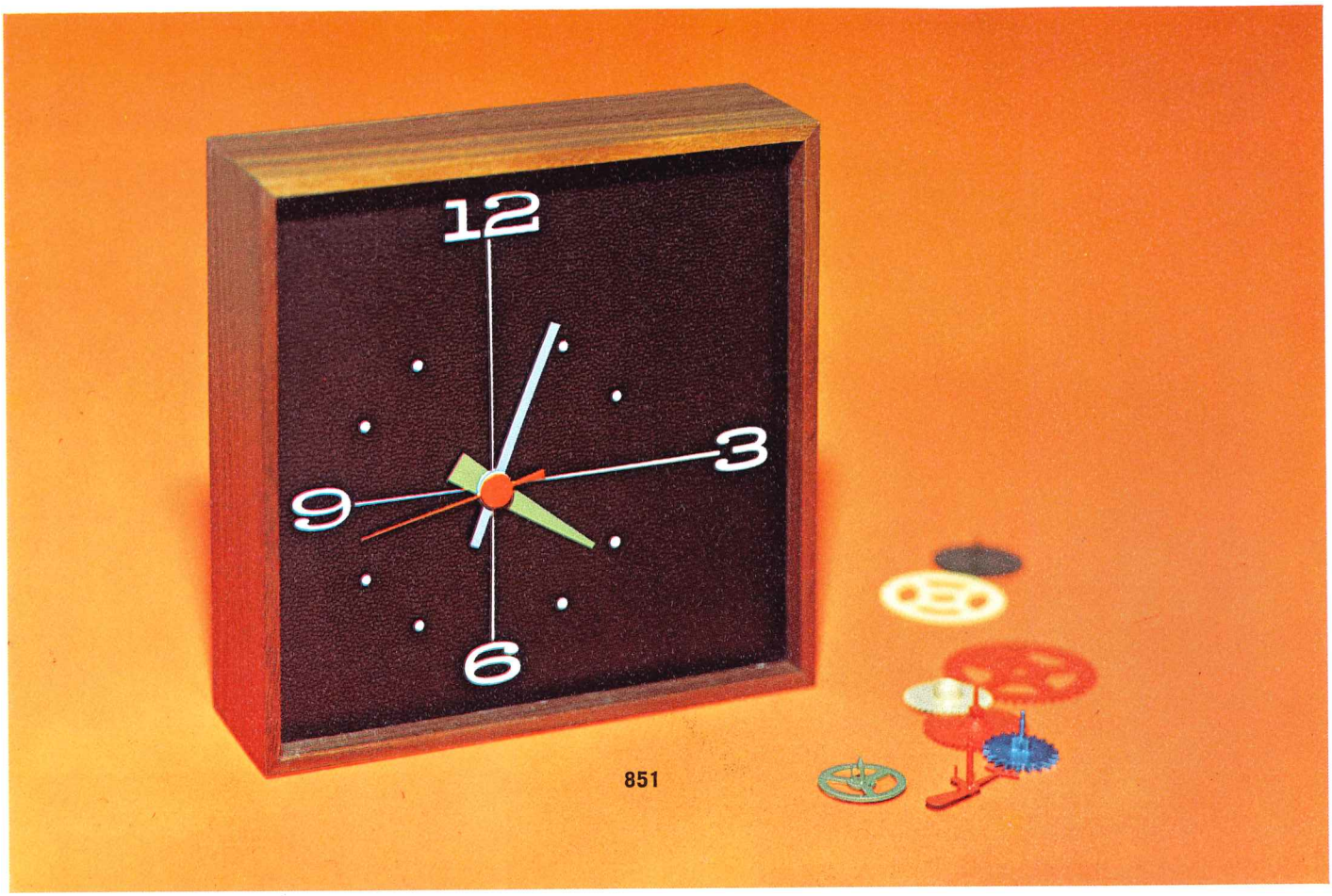

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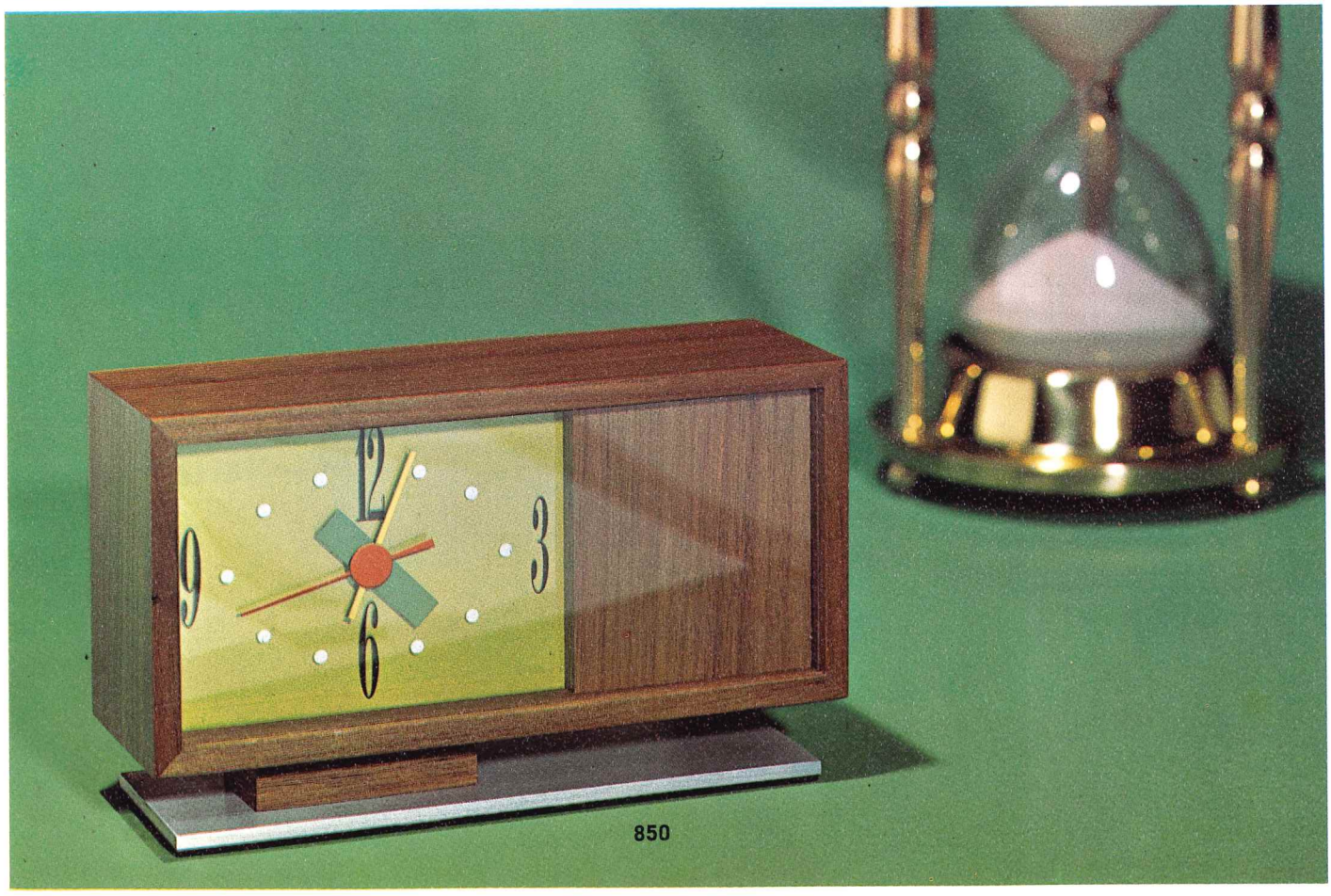


850

THE CONCERTO WALL CLOCK . . . rhythm in color and design. It creates a fresh mood to the surroundings in any home or office. Its spontaneous beauty will be welcomed by anyone who receives it. The select walnut case strikes a mellow note to this unusual piece. Battery operated movement is made in Germany. The clock is 6¼-inches square, 1⅞-inches thick. Packaged in a handsome gift box with romance card.

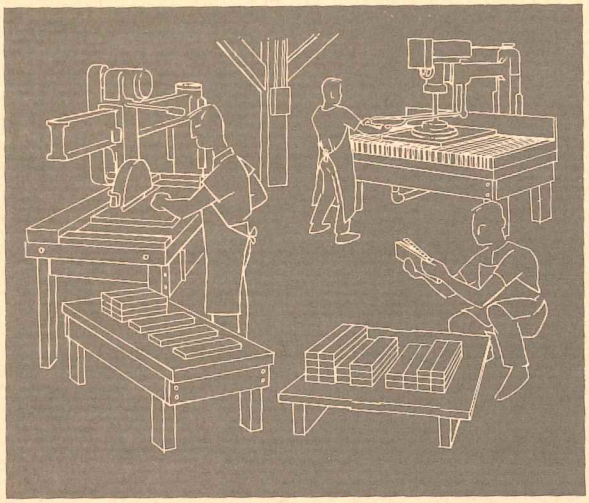
	6-11	12-24	25-49	50 and up
No. 851	$25.00	$24.50	$24.25	$24.00

MAILERS AVAILABLE at 21¢ each, net.
A

THE SYMPHONY CLOCK is a perfectly coordinated time piece for either desk or mantle. The rich tones of the clock face and hands complement the hours and harmoniously blend with the solid walnut case. The metal base joins with the clock case to provide a truly unique concept of design. Battery operated movement is made in Germany. The clock is 6⅜-inches long, 2⅛-inches wide, and 3¾-inches high. Packaged in a handsome gift box with romance card.

	6-11	12-24	25-49	50 and up
No. 850	$26.00	$25.50	$25.25	$25.00

MAILERS AVAILABLE at 18¢ each, net.
A



THE PRESIDENT SERIES SLATE DESK PEN SET is high on the scale of prestige. The base is solid slate, surrounded by a frame of select walnut. Using a patented process of bonding slate to wood, Maine craftsmen have fashioned this desk accessory to be a proud possession in any home or office.

The heavy weight of the slate slab (2½-pounds) properly associates this accessory with its high quality. The base is 10-inches long, 3½-inches wide, and ⅞-inch thick. Padded base for complete protection. Two desk style Shaeffer ballpoint pens are included. Packaged in a handsome gift box with romance card.

	6-11	12-24	25-49	50 and up
No. 687	$28.50	$28.00	$27.75	$27.50

MAILERS AVAILABLE at 20¢ each, net.
A

THE PRESIDENT SERIES SLATE BOOKENDS are a gift for the top man. Heavy books stay in place when supported by these weighty slabs of solid slate and walnut. It's a gift that will be a prized possession of all business and professional men.

The walnut and slate are eternally bonded together . . . then hand-finished to perfection. Crafted in Maine by meticulous artisans using a patented bonding process. Each bookend weighs a hefty 4-pounds. They are 4⅞-inches high, 4½-inches wide, and 2-inches thick. Bases are padded to avoid slipping or scratching. Packaged in a handsome gift box with romance card.

	6-11	12-24	25-49	50 and up
No. 688	$32.00	$31.50	$31.25	$31.00

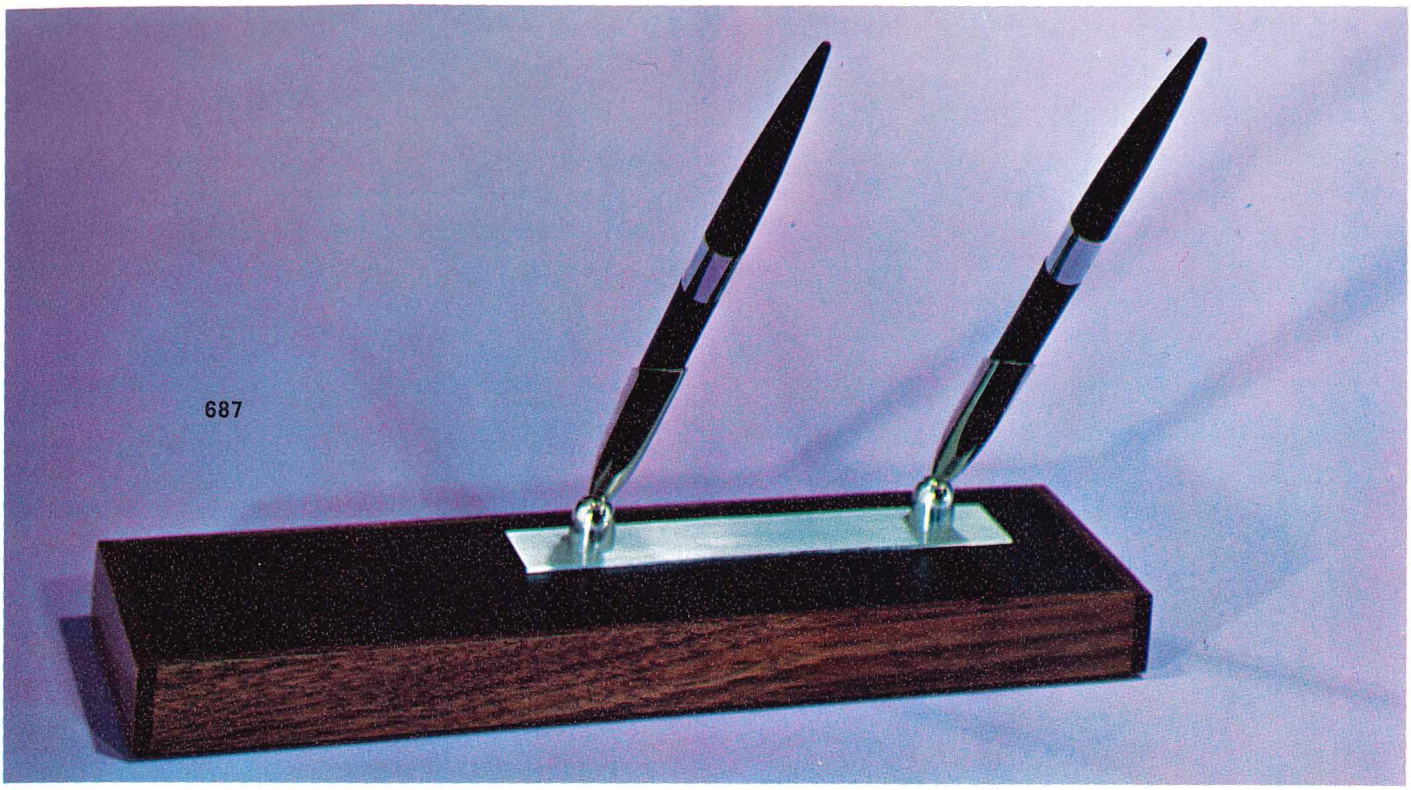
MAILERS AVAILABLE at 25¢ each, net.
A

THE PRESIDENT SERIES PAPERWEIGHT PAIR is a luxurious way to keep papers in place on an important desk . . . at home or in the office.

The solid squares of slate are surrounded by select walnut . . . carefully and permanently bonded by expert Maine craftsmen. Bases are padded to avoid slipping or scratching. Each paperweight measures 2⅞-inches square, 1-inch thick and weighs approximately 9½-ounces. Packaged in a handsome gift box with romance card.

	6-11	12-24	25-49	50 and up
No. 689	$15.00	$14.50	$14.25	$14.00

MAILERS AVAILABLE at 13¢ each, net.
A



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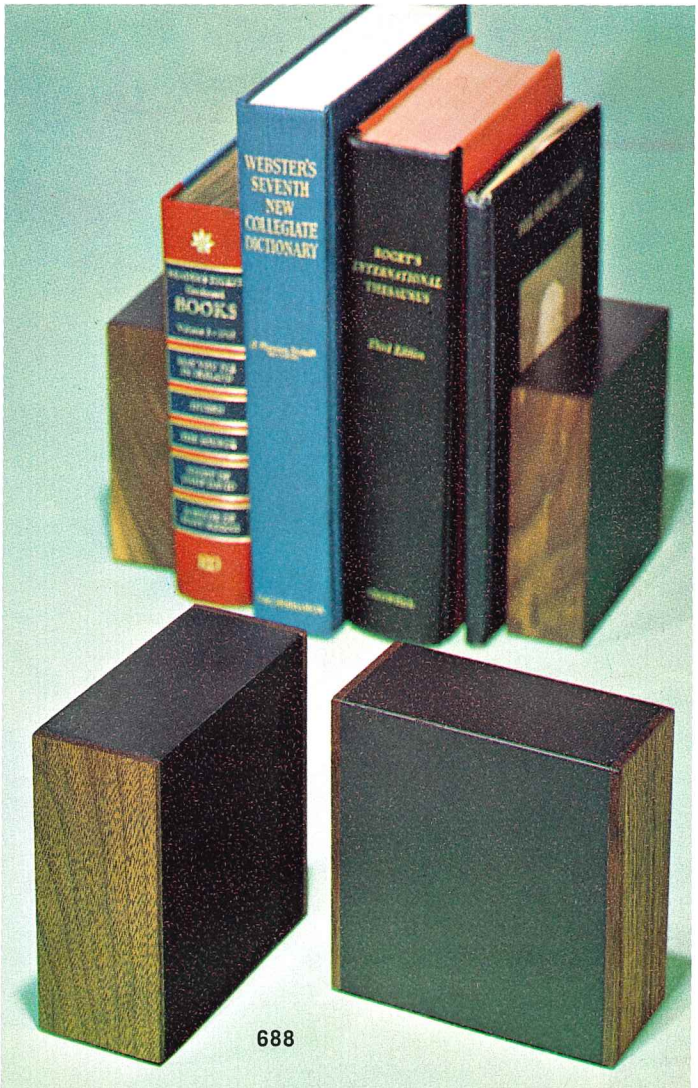
WEBSTER'S
SEVENTH
NEW
COLLEGIATE
DICTIONARY
ROGET'S
INTERNATIONAL
THESAURUS
BOOKS

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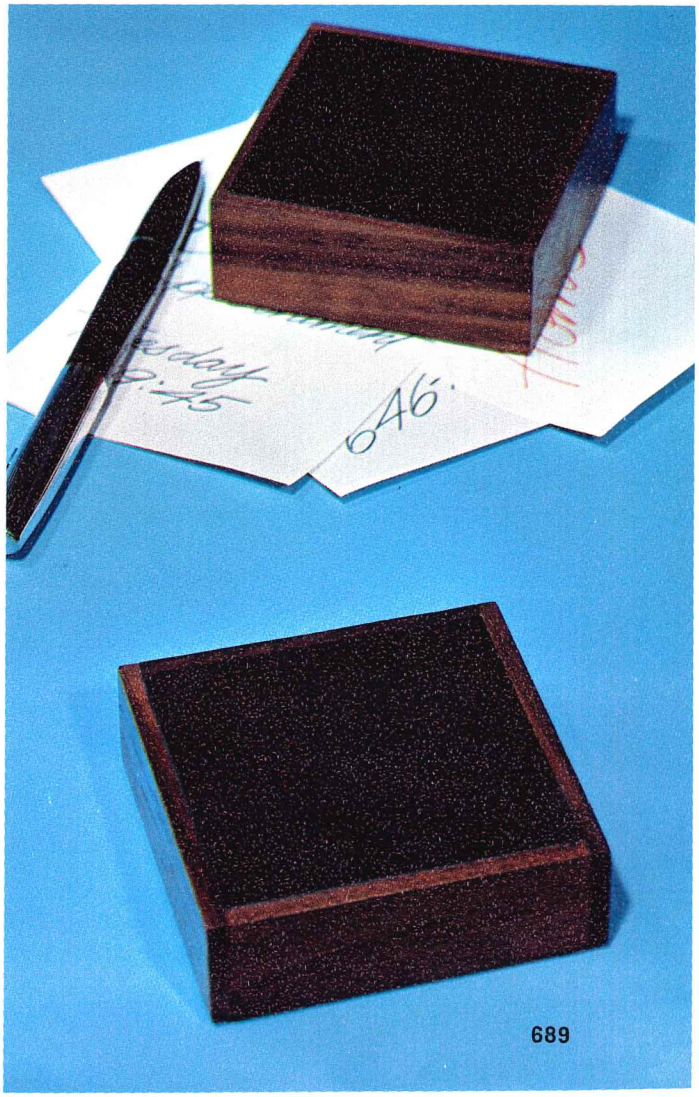


689

Slivovitz
PLUM BRANDY
SLIVOVITZ 8 Years Old
V.S
COURVOISIER
COINTREAU
604
A
taste
to be
savoured !
slivowitz service
606

SLIVOWITZ SERVICE . . . A gift to excite the imagination of those fortunate enough to receive it. So unusual and so totally individual that it is just the gift for those who are hard to shop for.

Slivowitz is a most unusual liqueur with a singular flavor. So singular that a glass was invented to serve it. The beautiful cylindrical glasses and the exquisite tray are combined to properly serve this cordial. Of course, it is a perfect service for all other cordials as well.

The romance and heritage of Slivowitz is told to the recipient in a beautiful full color booklet attached to the cover of the box.

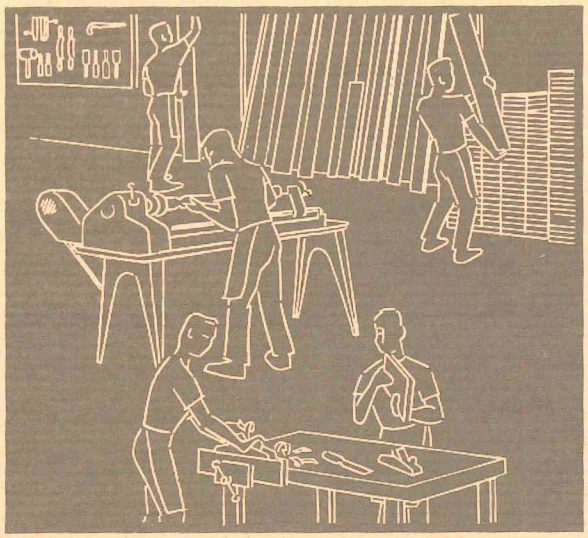
Set consists of six high quality glasses and server. The glasses are 1¼-inches in diameter, overall height 4¾-inches. Server is 19-inches long, 1⅝-inches high.

No. 606 Slivowitz Walnut and Slate Server. Select walnut permanently bonded to solid slabs of New England Slate. Packaged in gift mailer.

	6-11	12-24	25-49	50 and up
No. 606 A	$30.00	$29.50	$29.00	$28.50

No. 604 Slivowitz Walnut Server. Select American walnut tray. Packaged in gift mailer.

	12-24	25-49	50-99	100 and up
No. 604 A	$16.60	$16.40	$16.20	$16.00



EXECUTIVE DESK GIFTS . . . designed and crafted to please the taste of the discriminating man.

The gifts below, and on the following pages, are keyed to those who appreciate beauty of design, excellence of craftsmanship and the finest materials . . . and would not compromise quality for price. When the gift is received, your thoughts will be expressed in a style that will impress.

THE LANCER . . . a letter opener . . . a grooming aid. Concealed in its handle are a nail file, scissors and knife blade. Also included is a screw driver for even more utility. Meticulously crafted by skilled artisans.

Constructed entirely of lifetime stainless steel. Overall length 8-inches. For printing or engraving charges, see inside back cover. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 180	$6.20	$6.00	$5.80	$5.15	$4.65

Patent Pending
MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

THE ESCORT GROOMING SET is sure to delight those who insist on good grooming.

Quality starts with the rich brown top grain cowhide case and is repeated in each grooming instrument . . . nail file, nipper and cuticle pusher-trimmer.

See inside back cover for gold stamping charges.

The case is 4⅝-inches high, 3½-inches wide at the top. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 7	$6.50	$6.40	$6.30	$5.60

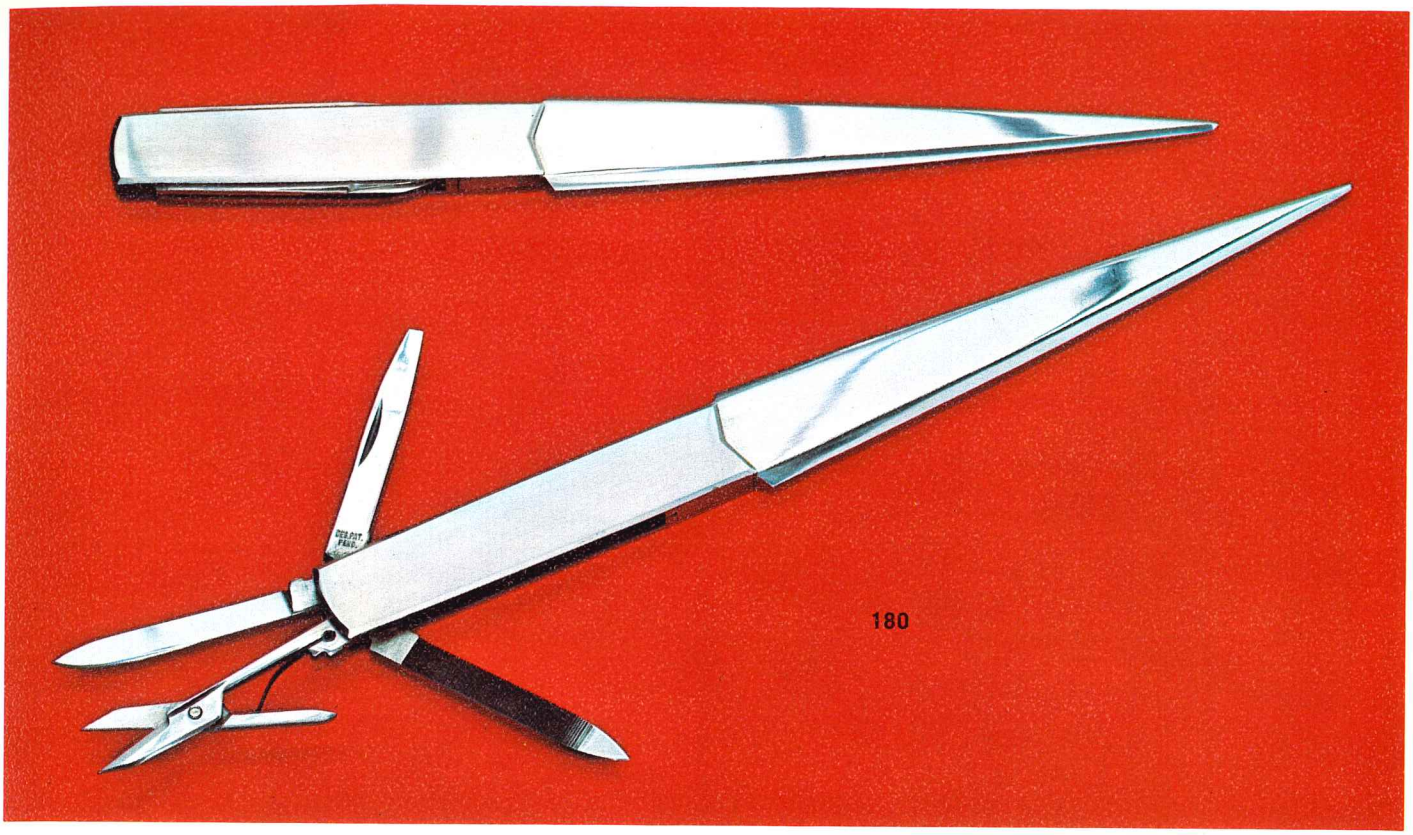
MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B

THE VALET CLOTHES BRUSH . . . another gift for fine grooming. Long bristles set in rich walnut will pick up the most stubborn dust particles. A specially designed lint pad on the top of the brush removes lint from soft or hard-finished fabrics.

Walnut-finished handle can be screen printed on either side. See inside back cover for costs. 10-inches long and 1¾-inches wide. Packaged in a fine black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 16	$2.60	$2.50	$2.20	$1.95

MAILERS AVAILABLE at 16¢ each, net.
1-2A 3B 4C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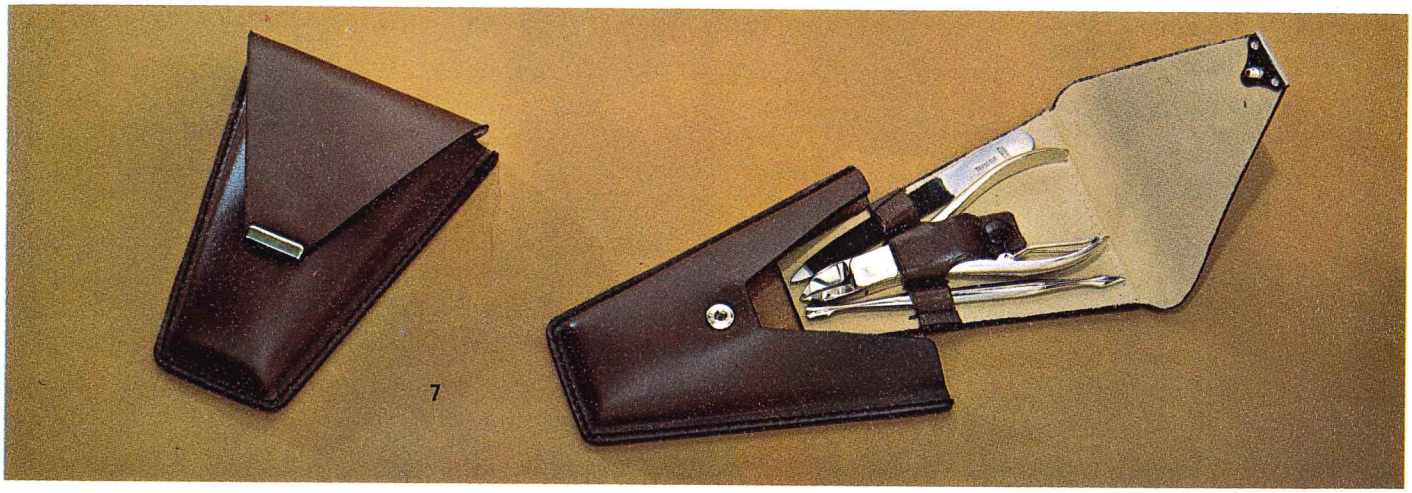
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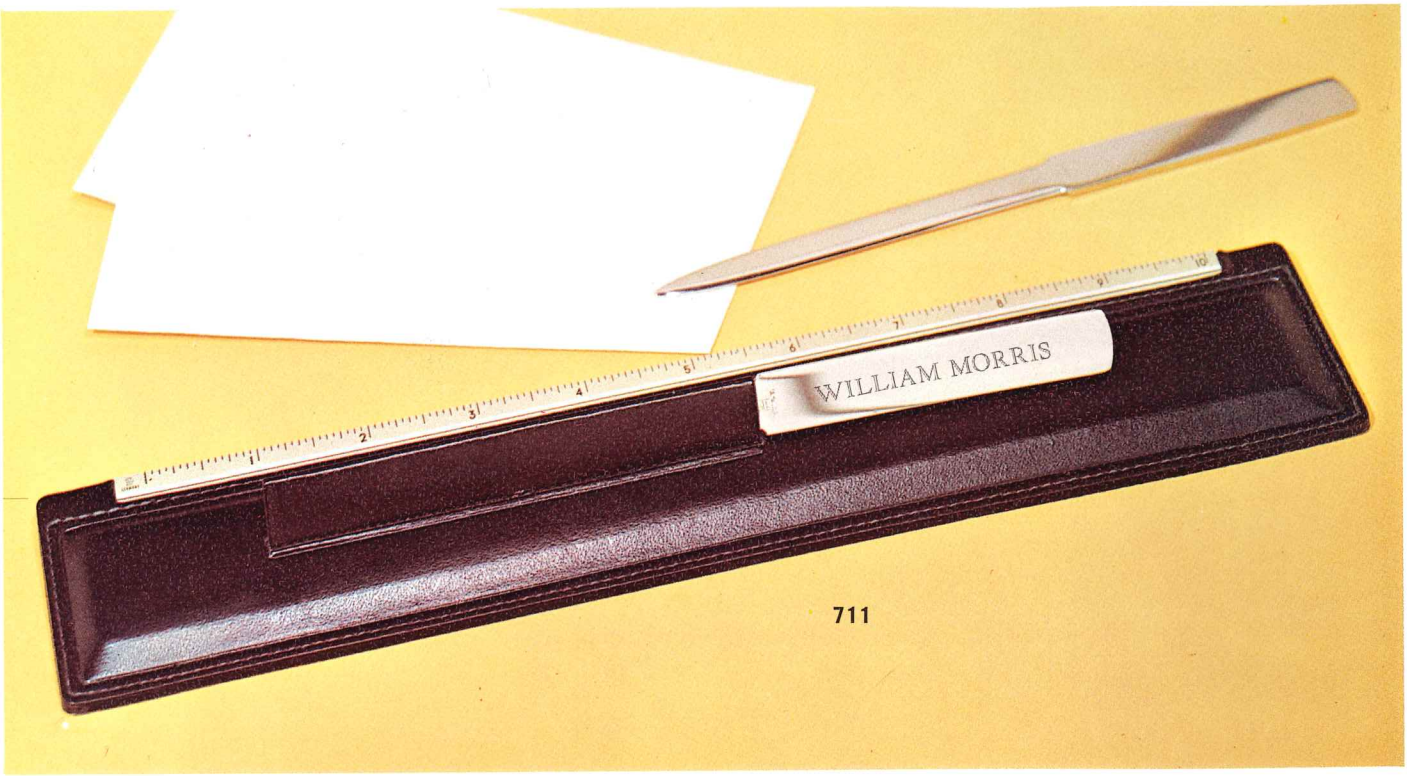

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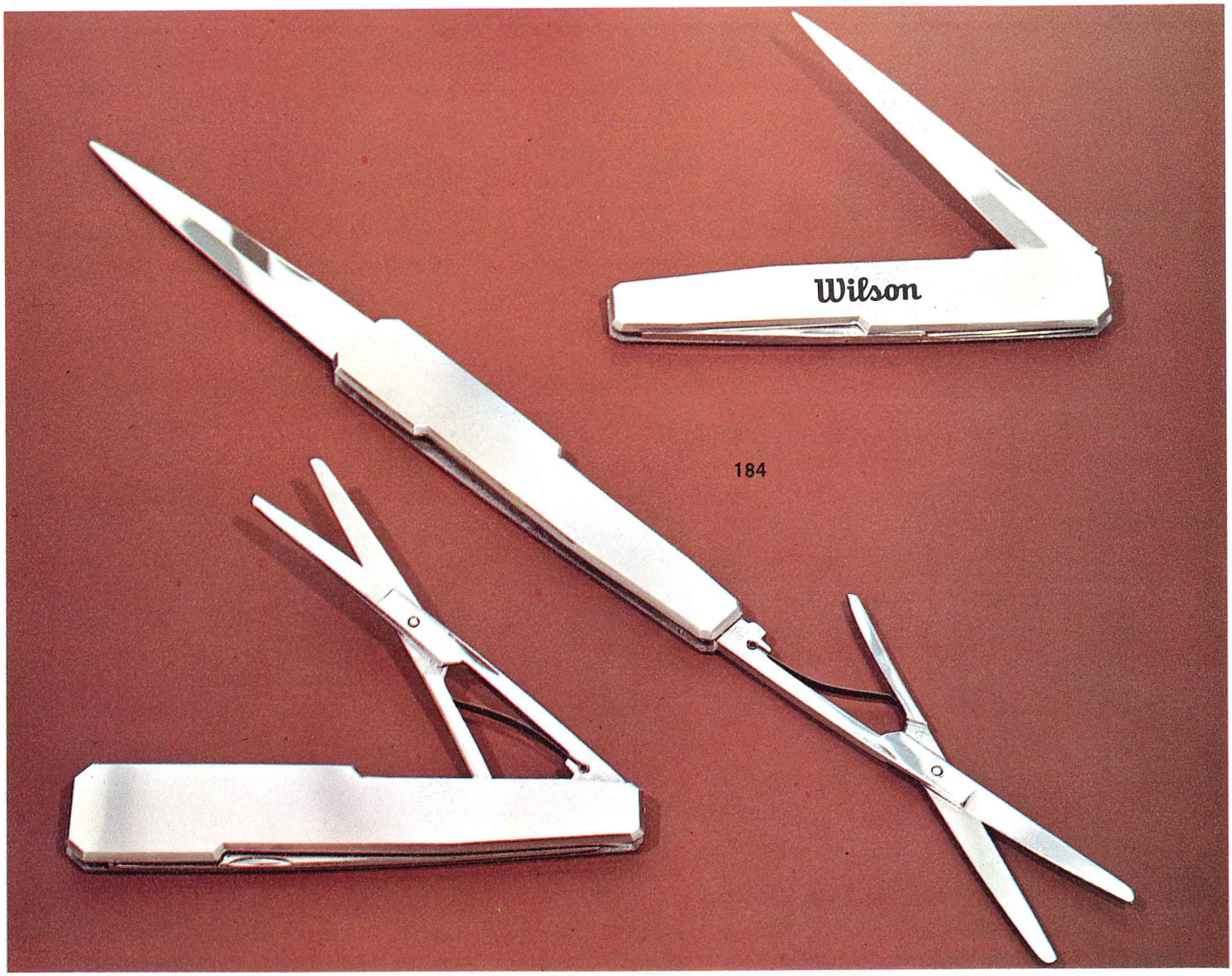

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THE ENVOY is new and pleasingly different. The black scabbard of processed leather serves in two ways . . . it holds a nickel plated steel letter opener and embedded in the scabbard edge is a 10-inch ruler. The letter opener is held upright in the scabbard and provides a convenient grasp for removal or when using the ruler.

Ad copy or personalization may be placed on the top of the scabbard to the right of the letter opener in an area of 1¾-inches wide by ¾-inch wide by ¾-inch high.

Letter opener handle may be engraved or screen printed. (See inside back cover for charges.)

Overall length 11¾-inches and 2⅛-inches wide. Letter opener is 7½-inches long and ½-inch wide. Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 711	$3.30	$3.20	$3.10	$2.75	$2.45

MAILERS AVAILABLE at 16¢ each, net.
1-3A 4B 5C

THE VIKING disguises its versatility. It is an efficient letter opener and a perfect desk scissor. Yet, the compact design stores both tools until they are folded out of the handle. Practical for every desk.

Crafted entirely of stainless steel. The case is softly brushed . . . implements are polished to a gleaming bright finish. Personalization or ad copy is sure to be seen on this unusual desk accessory. (For screenprinting or engraving charges, see inside back cover.) Folded size 4¾ by ⅞ by $\frac{7}{16}$-inches. Scissors 4¼-inches long. Letter opener blade 4-inches long.

	25-49	50-99	100-249	250-499	500 and up
No. 184	$6.50	$6.30	$6.10	$5.35	$4.70

Patent Pending
MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

THE COMMERCE AND INDUSTRY DESK SET . . . a product of careful craftsmanship and outstanding materials from Europe. A desk set of real quality.

The scabbard is tanned to a rich, warm tone—a prestige setting for gold personalizing or ad copy. To assure a long life of service, double saddle-stitching is used.

The handle of the letter opener has an etched ornamentation of a modern commerce and industry design. The heavily nickel plated steel gives immediate assurance of the quality in hand. A convenient nine-inch ruler is embossed on the back of the blade.

The shears are carefuly crafted from special scissors steel—hot forged —tempered—nickel plated . . . hand honed to cutting perfection.

The shears are 8½-inches long, the letter opener 9-inches long, and the scabbard is 10¼-inches long. (See price schedule below for personalizing or ad copy.) Beautifully gift boxed with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 779	$7.40	$7.25	$6.50	$5.85	$5.75

Design Patent 1173
MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4-5C

CUSTOM ETCHING ON LETTER OPENER HANDLE

Minimum order with custom etching – 250 sets.
Make ready charge on initial custom order – $35.00 to $40.00.
Delivery (after receipt of order and customer supplied camera ready artwork) – Approximately 60-90 days.

	250-499	500-999	1000 and up
1 Color	$ .20	$ .15	$ .10
2 Colors	.25	.20	.15
3 Colors	.30	.25	.20

SCREENPRINTING OF LETTER OPENER HANDLE AVAILABLE. See inside back cover for charges.

THE CONSUL LIBRARY SET is a quality gift at a budget price. European artisans of cutlery have crafted it with patient skill.

Special scissors steel is used for the shears. It is hot forged, tempered and sharpened for easy cutting. The shears are approximately 7½-inches long. The perfect fitting handles are comfortable, even for long cuttings. The letter opener is made of fine steel, with heavy nickel plating. The scabbard is specially processed leather with a rich olive tone. Saddle stitching gives a final touch of luxury and quality. (See below for personalization or ad copy.) Packaged in a handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 720	$5.40	$5.30	$4.75	$4.30	$4.25

MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4-5C

THE COURTIER LIBRARY SET stands alone as an extraordinary gift. Shears and letter opener are encased and protected in a handsome scabbard. The leather is specially processed to obtain a rich, deep green tone.

Careful metal finishing makes it possible to combine beautiful gold plated handles with glistening polished blades of fine steel. Shears are hot drop forged, then sharpened to cutting perfection. See inside back cover for imprinting and engraving charges.

Overall length of set is 10¼-inches. Individually, the shears are 9½-inches in length, the letter opener 7⅜-inches in length. Packaged in a beautiful gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 760	$8.50	$8.30	$7.40	$6.60

U.S. Patent D-205,589
MAILERS AVAILABLE at 15¢ each, net.
1-2A 3B 4C

PERSONALIZATION OR AD COPY

Engraving or Screen Printing: See inside back cover.

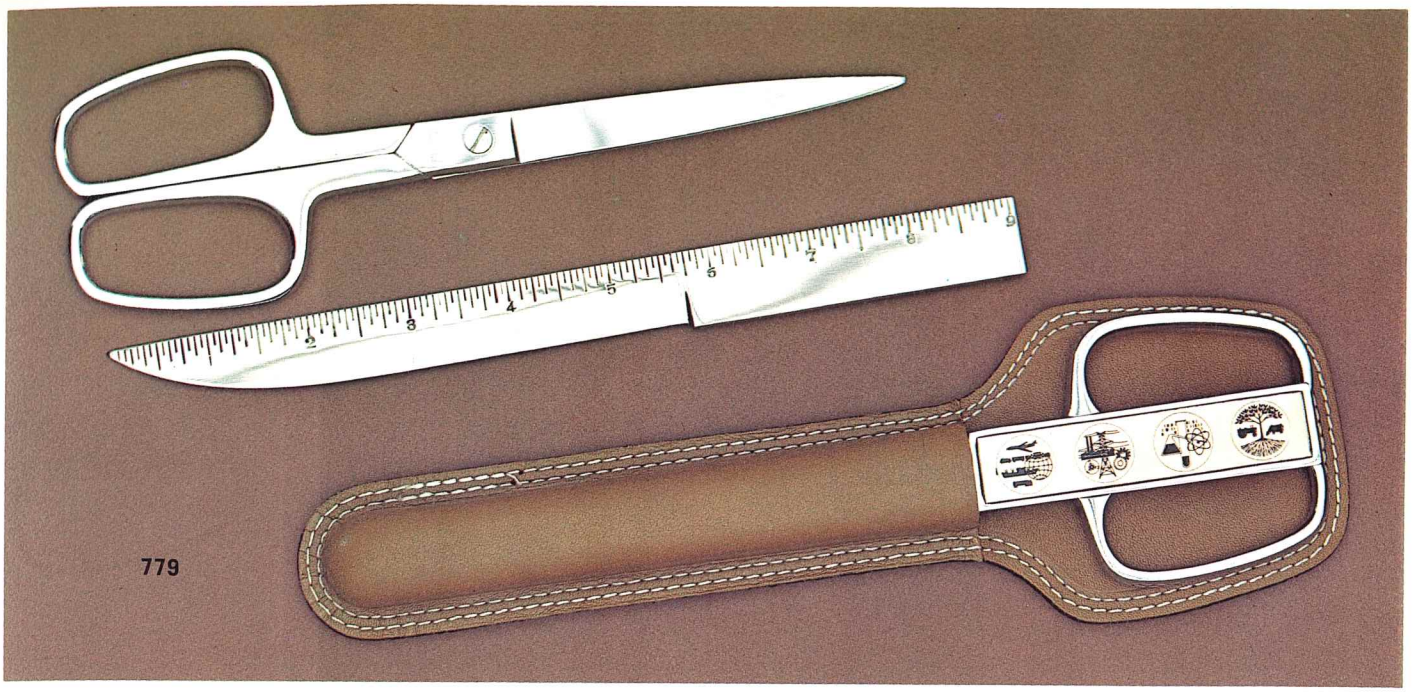
Silver or Gold Stamping

Ad copy will be stamped on the top side of the scabbard underneath the handles of the shears, *unless otherwise specified* at prices listed on inside back cover. If desired, stamping can be done on the underside of the scabbard at the same cost. If both surfaces are stamped, a charge for each stamping will be made.

Silver or Gold Stamping on Blade Section of Scabbard (Block or Italic style)

	Minimum	Cost	Available on Item
Individual Names	25	$.50	779
Initials	25	.45	720-760-779
Ad Copy	50	.15	779

(One line up to 30 letters)
Special dies for trademarks, etc., will be quoted upon receipt of artwork.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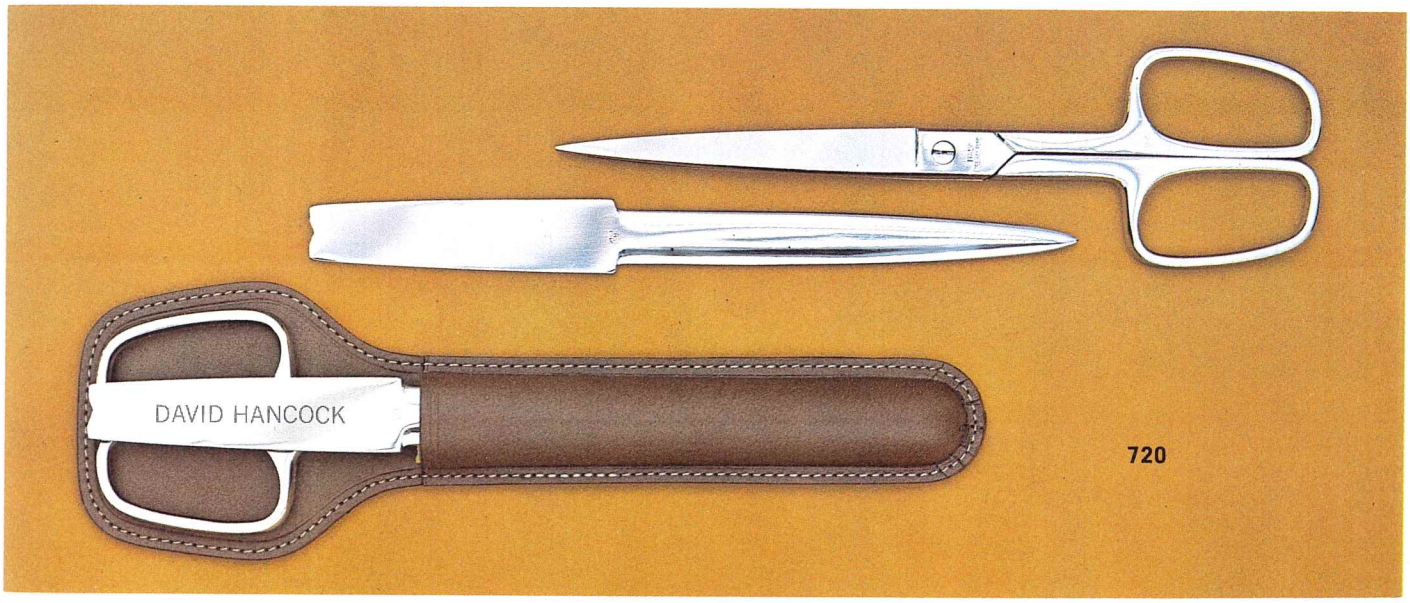
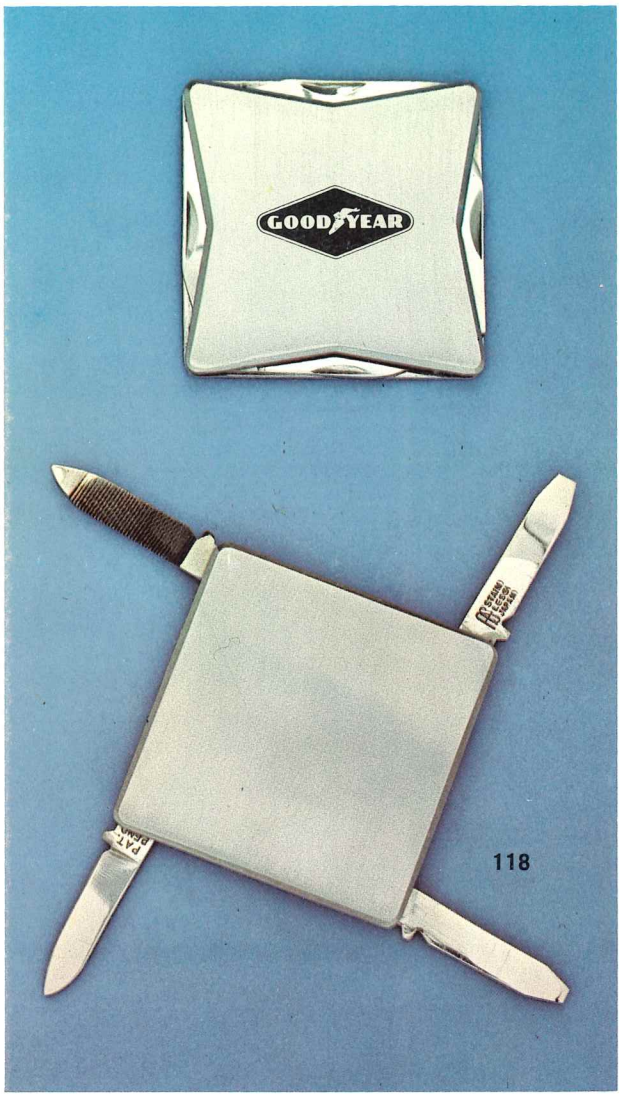

DAVID HANCOCK
720

WILLIAM MORRIS
760



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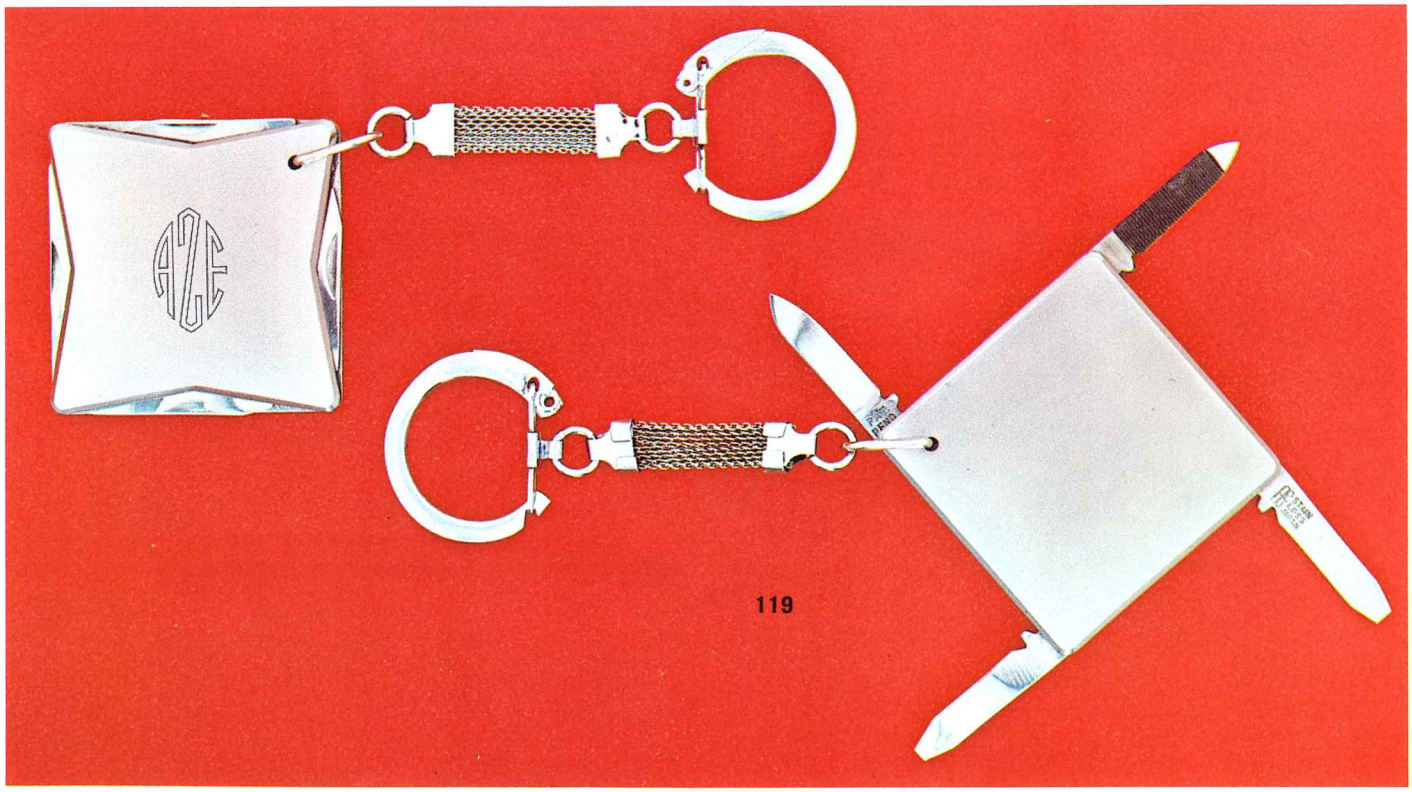

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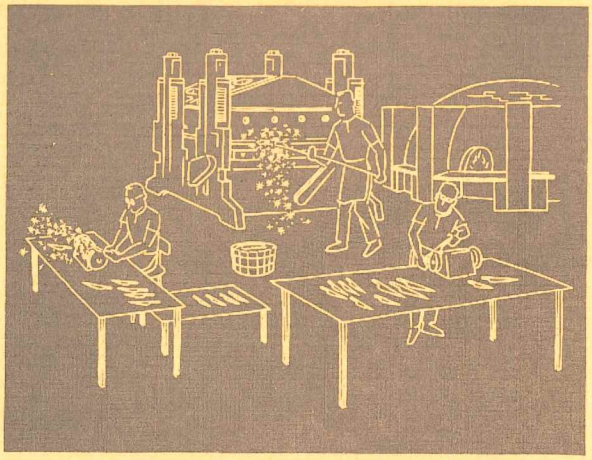


POCKET GROOMING AIDS are very personal items that receive constant use. They are a businessman's everyday companion because good grooming and good business go together.

To assure you of the finest product, special care has been given each piece shown . . . unique design . . . exclusively stainless steel . . . unexcelled craftsmanship . . . careful finishing . . . the finest engraving and screen printing . . . and handsome packaging.

COLOR ETCHING of stainless steel pocket grooming aids is available. See inside back cover. Delivery time 3½ to 4 months, but can be reduced by 3 weeks if air freighted from overseas to Chicago. Air freight cost, 15¢ net, each knife.

THE COMET . . . a pocket grooming aid in an unusual form. It's thin, square, handsome, and sleek. The unique design offers an unusual form that doesn't bulge a man's pocket, yet, contains knife blade, nail file and two sizes of screwdrivers. Crafted in fine stainless steel, soft brushed finish with highly polished blades. Size 1½-inches square. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 118	$3.10	$2.90	$2.80	$2.45	$2.20

MAILERS AVAILABLE at 11¢ each, net.
1-3A 4B 5C

THE MERCURY . . . a pocket piece to be treasured. Compact, yet practical. Folded money-holder combined with a three implement pocket knife. Entirely stainless steel . . . includes knife blade, nail file and screwdriver. One side of The Mercury is ideal for advertising copy or personalization. (See inside back cover for charges.) Size is 1½-inches square. Packaged in attractive gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 117	$3.45	$3.25	$3.15	$2.78	$2.50

MAILERS AVAILABLE at 11¢ each, net.
1-3A 4B 5C

THE THOR is highly practical . . . a key ring attached to an attractive pocket knife. The knife is constructed entirely of lifetime stainless steel. It contains a knife blade, nail file and two screwdriver blades . . . one slightly smaller than the other. A sturdy, reliable and luxurious mesh chain holds the key ring secure. Excellent advertising or personalization space. Measures 1½-inches square. Packaged in an attractive gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 119	$3.45	$3.25	$3.15	$2.78	$2.50

MAILERS AVAILABLE at 11¢ each, net.
1-3A 4B 5C

As an added personal touch, Penny Jingle Cards are available at 2½¢ each, net.

THE JUPITER is the grooming aid the successful businessman will carry. It's compact, ⅛-inch thick, 2⅜-inches long. Constructed entirely of non-rusting stainless steel, it contains three implements: a nail scissors, nail file and a carefully sharpened blade. Packaged in gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 175	$3.00	$2.80	$2.70	$2.40	$2.15

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

THE POLARIS . . . a grooming companion that is totally convenient. Five personal implements . . . tweezers . . . scissors . . . nail file . . . cuticle cutter . . . knife blade. Each carefully finished with meticulous care. Constructed entirely of fine stainless steel for years of service. Size is 2⅜-inches long, ⅞-inch wide. Packaged in handsome gift box with romance card.

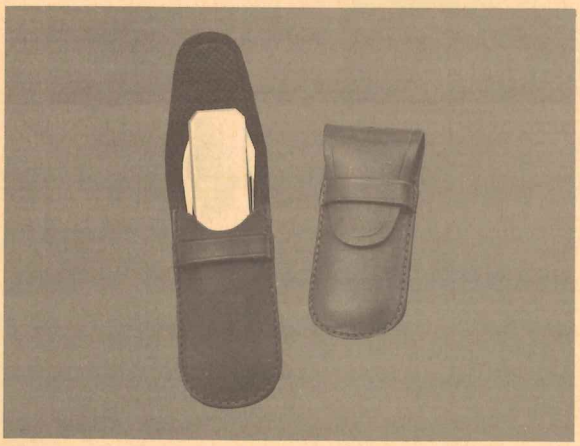
	25-49	50-99	100-249	250-499	500 and up
No. 167	$3.70	$3.50	$3.40	$3.00	$2.70

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

THE ATLAS . . . a complete kit of grooming in the pocket wherever you go. Stainless steel construction allows thin but sturdy design. Six implements—tweezer . . . nail file . . . cuticle pusher . . . nail scissors . . . cuticle cutter . . . and knife blade. All in a light compact package 2⅜-inches long. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 168	$4.00	$3.85	$3.75	$3.35	$3.00

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C



LINED COWHIDE CASE — A handsome and practical way to give a pocket companion gift. The top-grain cowhide case with quality lining protects the knife and ad message . . . and adds a luxurious touch. -

Cost 70¢ each in any quantity.

A

For ad copy or personalization of case, see Gold Stamping on the inside back cover.

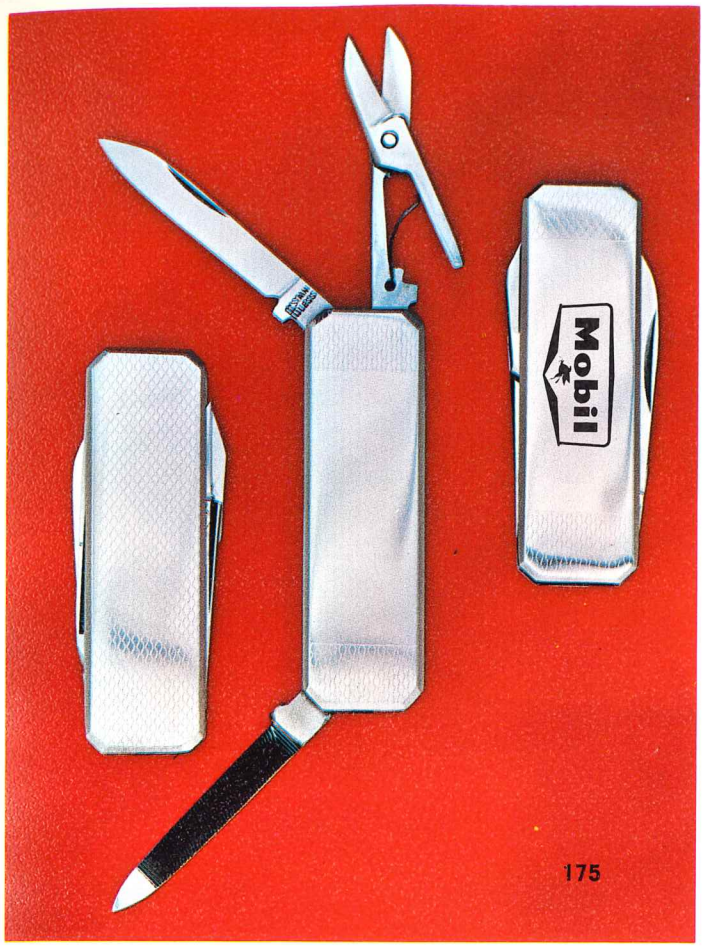
THE ATLANTIS is sleek, slender, handsome and unusually thin . . . it's a natural pocket companion for the executive. Nail file and blade will provide a lifetime of pocket convenience.

Constructed entirely of stainless steel and hand finished to excellence. Size is 2½-inches long, ⅜-inch wide and ⅛-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500-999	1000 and up
No. 102	$2.00	$1.80	$1.70	$1.50	$1.35	$1.14

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C 6E

As an added personal touch, Penny Jingle Cards are available at 2½¢ each, net.



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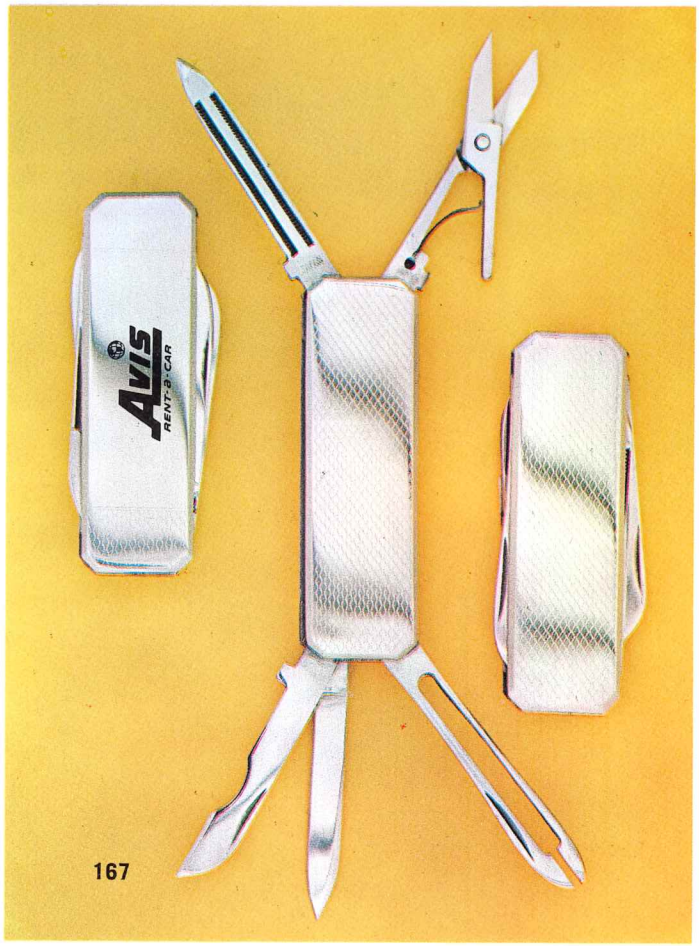

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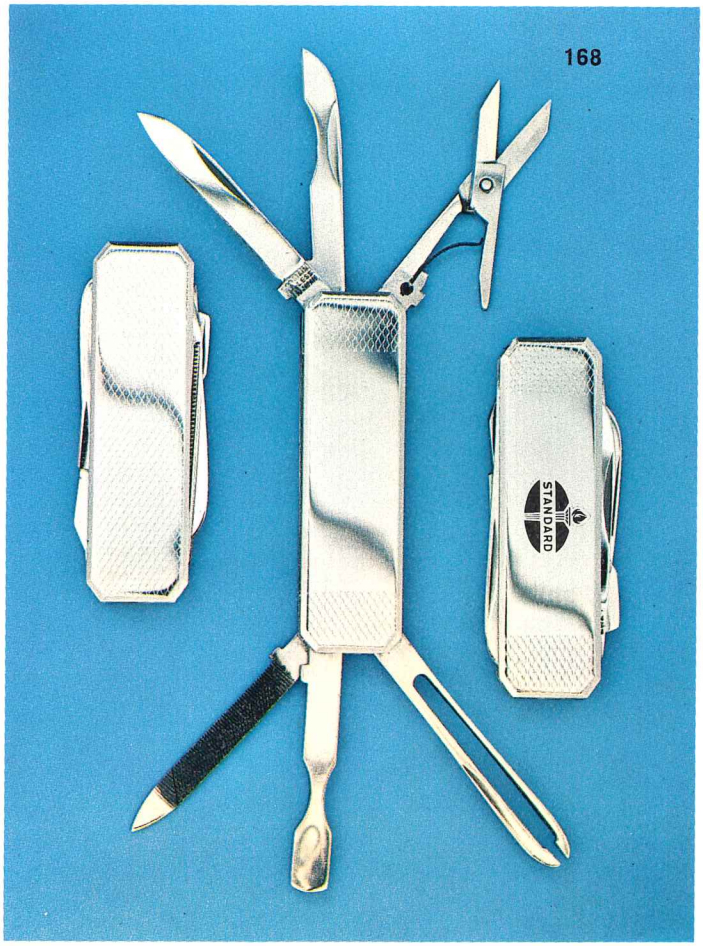

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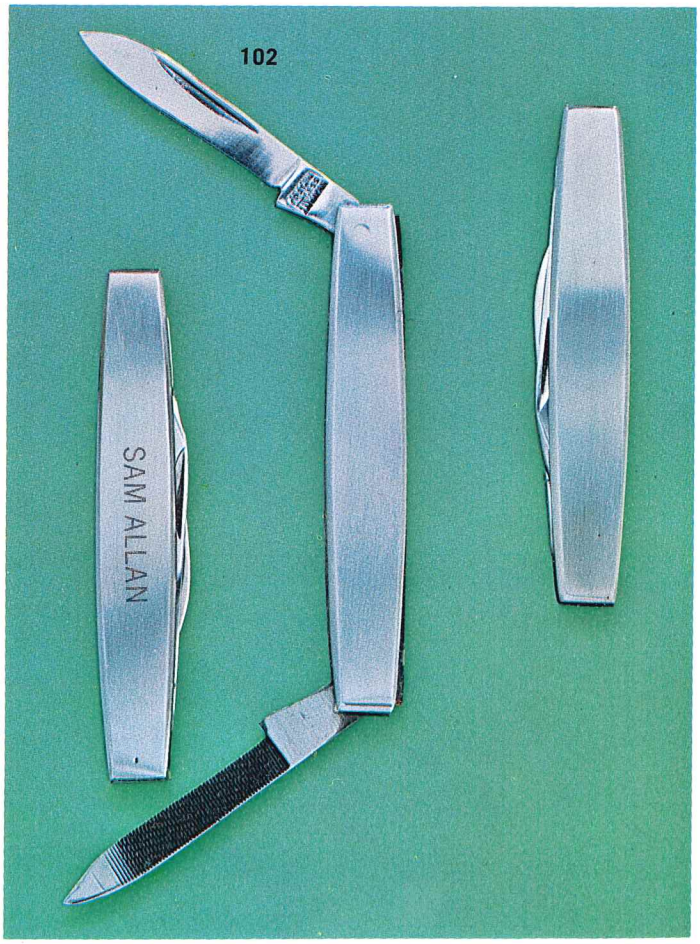

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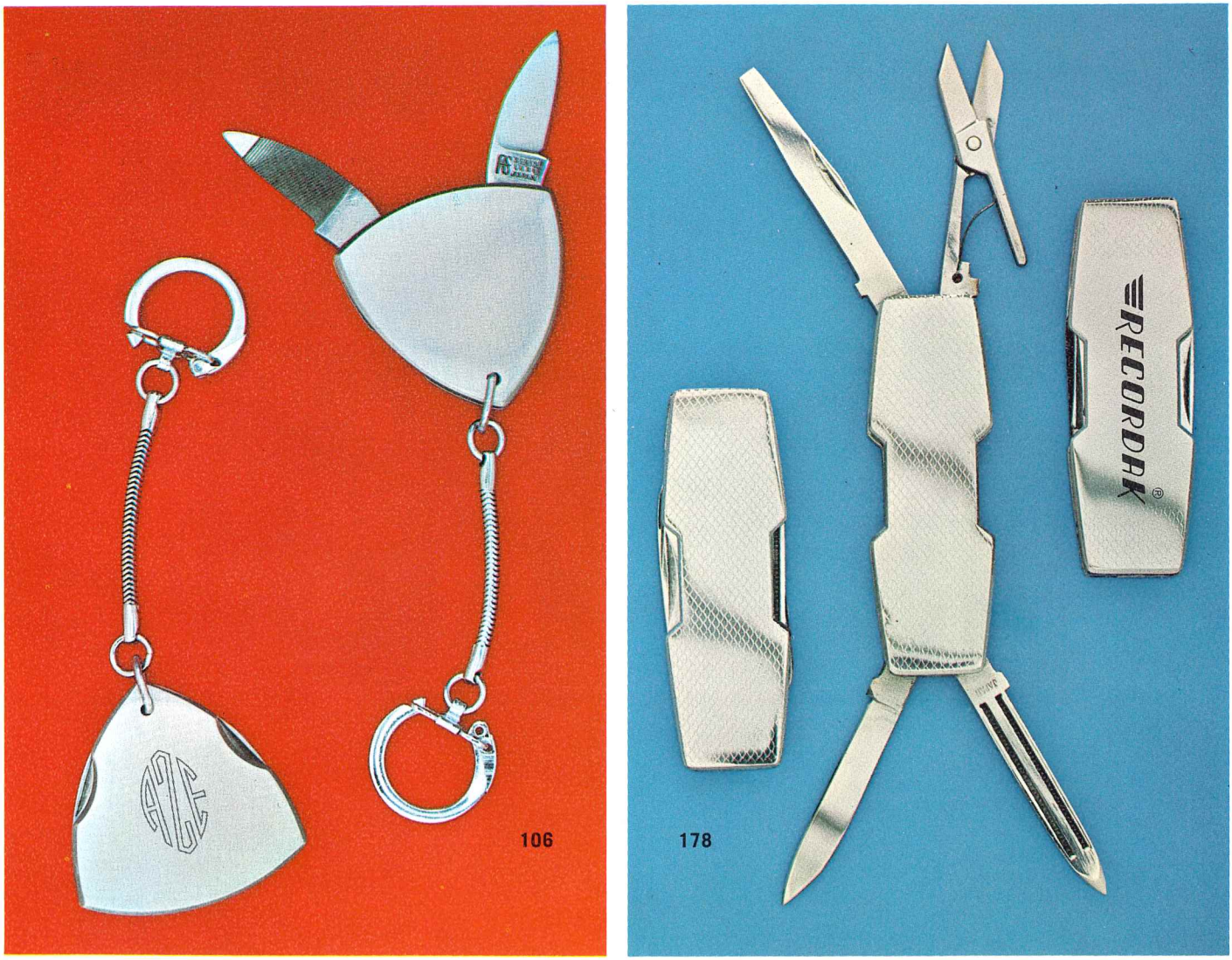

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THE GLOBETROTTER is an advertiser's dream. His name, trademark or message can be inlaid with nickel-silver only or nickel-silver and beautiful full colors on a backdrop of simulated mother-of-pearl. (See below.) The ad message is framed with an edge of cast metal for full protection.

Crafted in Europe of fine stainless steel by master German artisans of cutlery. The combination of 2 grooming aids and 2 utility implements is ideal for a man's pocket. A nail file and nail scissors plus bottle opener-screwdriver and knife blade all fold out for convenient use. This handsome pocket companion will remain a constant reminder of your company to the proud possessor. Packaged in a handsome gift box with romance card.

	100-249	250-499	500 and up
No. 115	$4.75	$4.70	$4.65

MAILERS AVAILABLE at 10¢ each, net.
C

AD COPY IN NICKEL SILVER INLAY AND COLOR FOR GLOBETROTTER

Minimum order with inlay – 100 pieces.
Artwork: When requested for approval of order – $2.50.
Color in addition to Inlay: 5¢ net, for each color.
Make ready charge on initial order – $10.00, net.
Speculative Sample – $20.00 per side. Refunded (minus $10.00 make ready charge) if a minimum of 100 pieces is ordered with the same inlay, within 6 months of receipt of sample.
Inlay protection applies on all inlay knife orders with copy for 1 year from date of acknowledgment.
The above price includes one trademark or figure in addition to the text. Add 75% of inlay cost for each additional trademark or figure.
Maximum inlay area: 2-inch length, 13/32-inch high.
Delivery (after receipt of order or approved artwork): Approximately 60-70 days.
For Christmas delivery: Order must be in our possession Oct. 1.
Delivery Via Air (after receipt of order or approved artwork): Approximately 35-50 days. For Christmas delivery order must be in our possession Nov. 1.

INLAY CHARGES PER SIDE OF KNIFE

100-249	250-499	500 and up
$ .27	$ .23	$ .21

EXTRA CHARGES FOR AIR SHIPMENT

500 or less	500-1000	1000 and up
15¢ each, net	12¢ each, net	9¢ each, net

SCREENPRINTING OF NO. 115 available. See inside back cover.

THE MEDALLION . . . a pocket knife-key holder of unusual design. Quality crafted in solid stainless steel. The smartly braided chain and key holder will keep keys held securely and convenient to use. The blade is carefully sharpened and the nail file is double grooved. Size is a compact 1½-inches. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 106	$1.85	$1.75	$1.70	$1.50	$1.35

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

THE SATURN is a combination grooming kit and pocket knife. Two grooming aids—a nail scissor and a nail file. Two pocket implements—a sharp knife and a screwdriver blade. Crafted entirely of fine stainless steel, it will never rust or tarnish and will be a pocket companion for many years.

Size is 2⅜-inches long, ¾-inch wide, ¼-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 178	$3.60	$3.40	$3.30	$2.90	$2.60

MAILERS AVAILABLE at 10¢ each, net.
1-3A 4B 5C

As an added personal touch, Penny Jingle Cards are available at 2½¢ each, net.

THE MARLIN— Surprising that so much convenience can be put into a product . . . pliers . . . knife blade . . . bottle opener . . . screwdriver . . . and nail puller. It's a gift only a man can really appreciate.

Blades and case are crafted in stainless steel. The pliers are hot forged and finished with teeth that grip and hold.

A flip of the finger and the handle releases . . . squeeze to latch and lock. For printing or engraving charges see inside back cover.

Size is 5-inches long, ⅞-inch wide, and ¼-inch thick. Packaged in handsome gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 195	$5.75	$5.55	$5.40	$4.85	$4.40

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

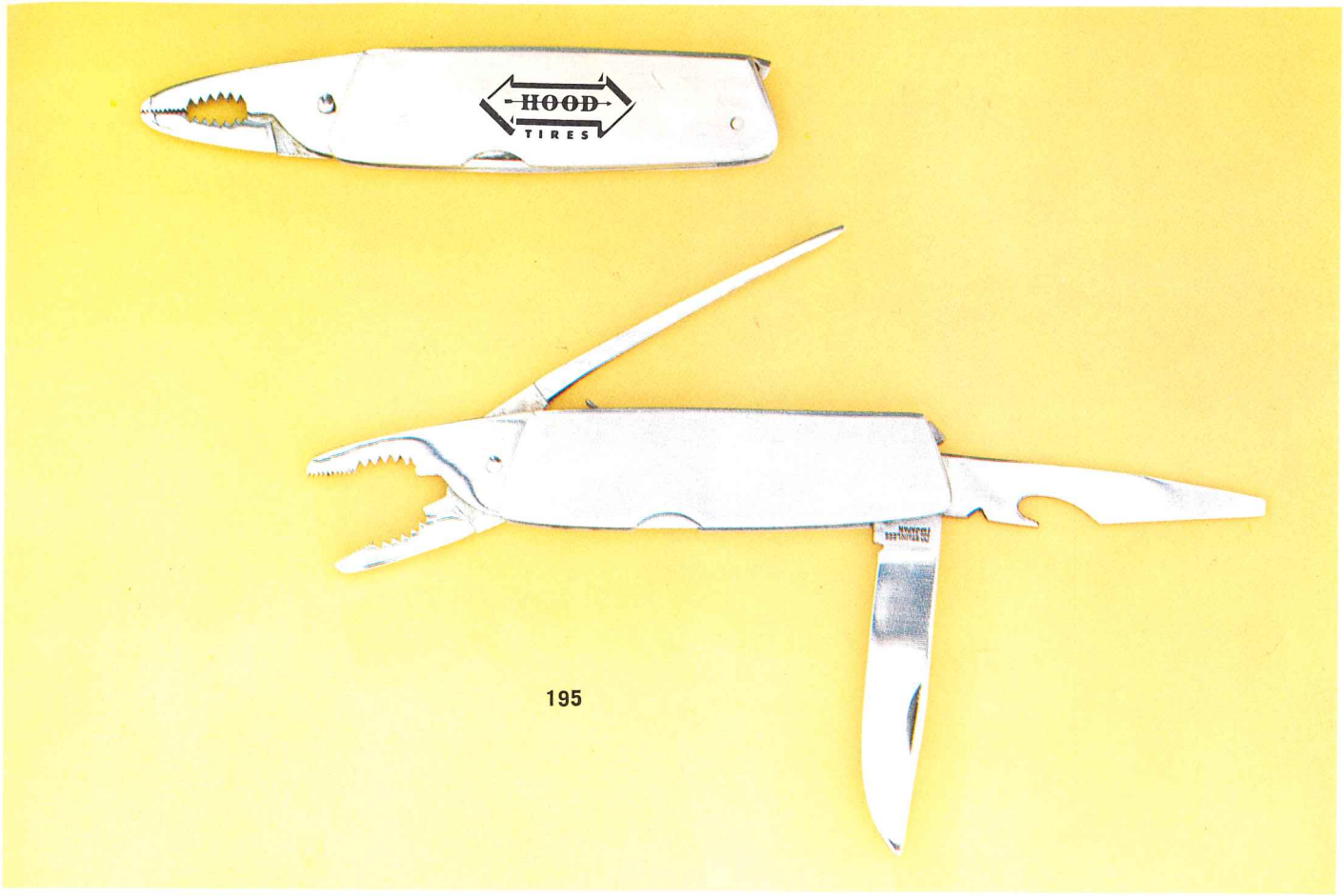
THE CRESCENT . . . a treasury of tools, yet comfortably light and durable. The Crescent is a must for the executive's desk drawer, auto glove compartment, or fishing tackle box.

A tool for every purpose . . . a sure-grip crescent wrench . . . Phillips screwdriver . . . precision honed knife blade . . . screwdriver . . . bottle opener. Crafted in tool steel, tempered and hardened for rugged service. Just the right size to grip—5½-inches long. 1¾-inches wide. Gives plenty of space for advertising message in screen printing or engraving. See inside back cover for prices. Packaged in handsome gift box with romance card.

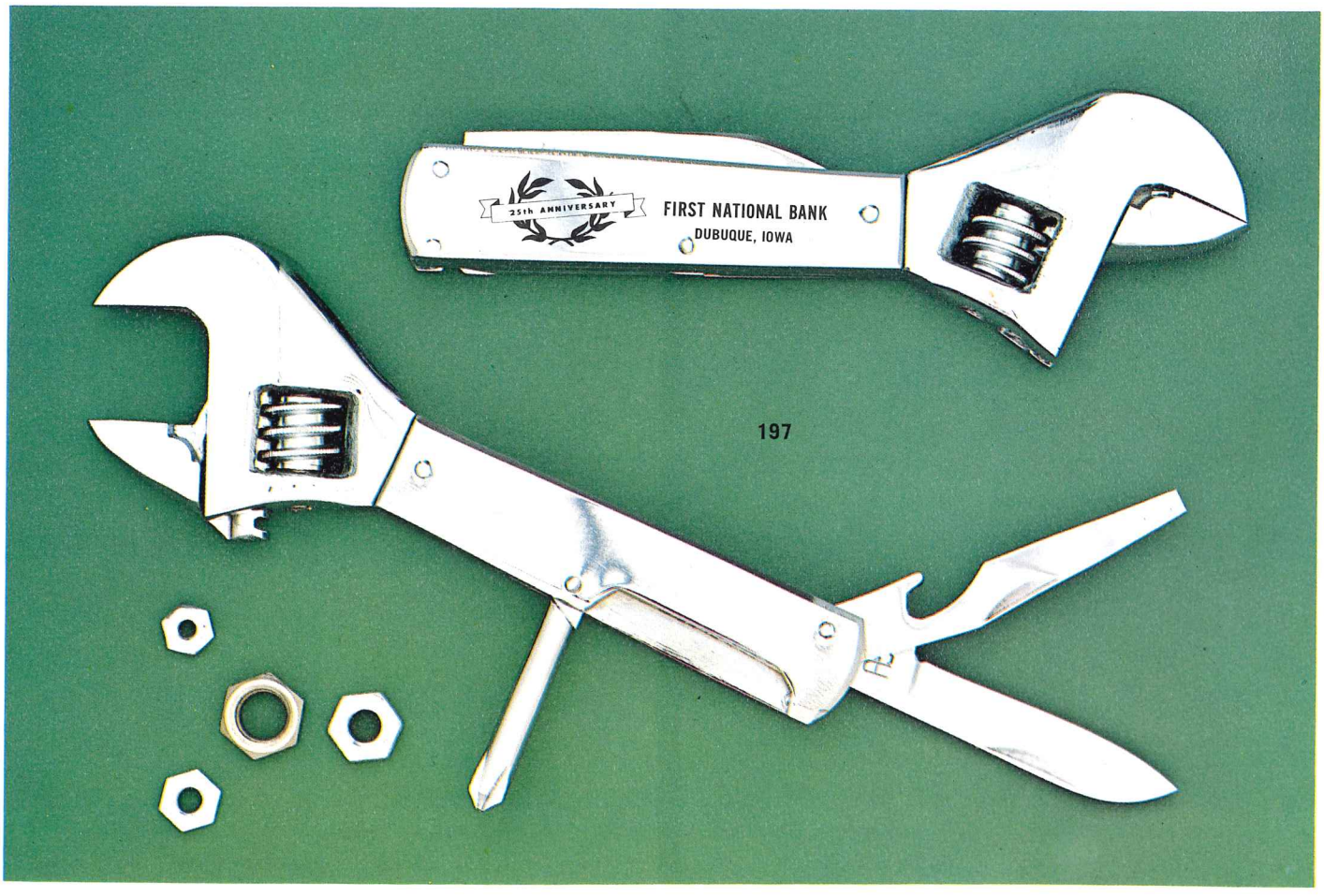
	25-49	50-99	100-249	250-499	500 and up
No. 197	$5.75	$5.55	$5.40	$4.85	$4.40

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

As an added personal touch, Penny Jingle Cards are available at 2½¢ each, net.


HOOD
TIRES

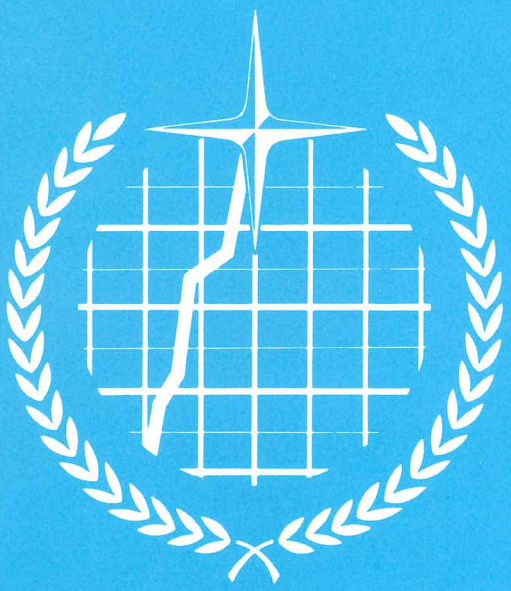
195


25th ANNIVERSARY
FIRST NATIONAL BANK
DUBUQUE, IOWA

197

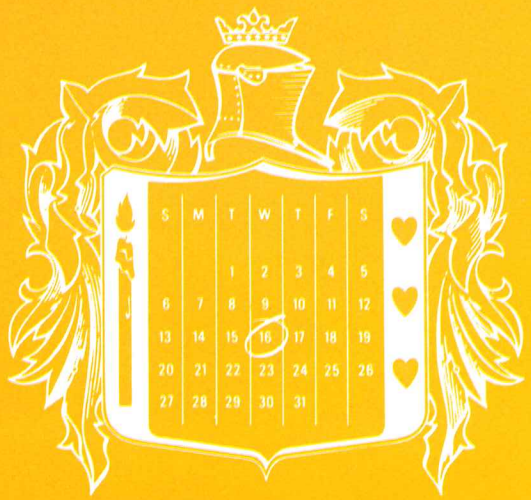
Memento Exclusive Gift plan

An art of giving that assures satisfaction.



INCENTIVE EXCLUSIVE AWARD PLAN

Create the desire to accomplish AND the most powerful force in business is born . . . individual initiative.



THE BIRTHDAY PLAN

A special way to remember a special day . . . a birthday.

To give a gift is an expression of oneself. Memento Exclusive Gift expresses your thoughts in the finest way. **MEG** offers five price groups to choose from. Each group contains twelve high quality gift choices.

Let Memento Exclusive Gift do your gift giving this year. The five price ranges tailor **MEG** to your gift budget.

Ask to see the Memento Exclusive Gift Program. You will be convinced that **MEG** is the most flattering way to give a gift . . . or to receive one.

Individual initiative can make sales climb, production increase and interest grow . . . a positive way to create and stimulate individual initiative is to reward and personally recognize the efforts of the individual. **Incentive Exclusive Award Plan** is designed to do this!

Incentive Exclusive Award Plan provides a complete program for sales, employee or customer incentives. Available as a price or point program.

Promotional Materials **Citation Quality Awards**
Fine Award Presentation **Award Scroll**

Five price categories that are ideal for a point program or exactly fit the promotional budget.

Ask to see the **Incentive Exclusive Award Plan.** It's a plan that recognizes and rewards initiative . . . and makes your goals easy to attain.

Select a gift or gifts for your birthday list from this catalog.

Send your selection along with the names, addresses and birthdates (if known) of the individuals you have selected to be remembered. The Birthday Plan will obtain the birthdate of those that are unknown to you.

When the birthdate approaches, we will:

Handwrite the recipient's name and yours on an attractive birthday foldette card and insert it with the gift.

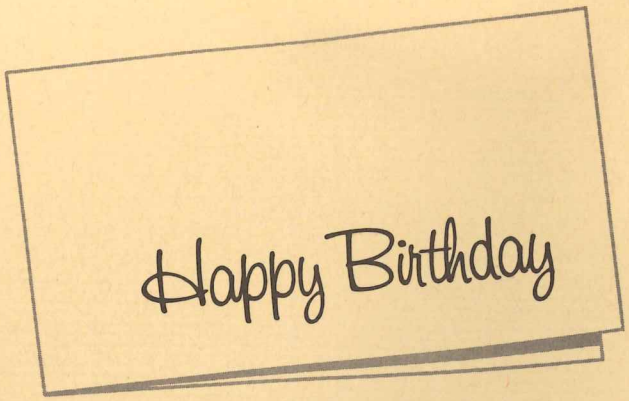
Beautifully gift wrap and package your gift for shipment.

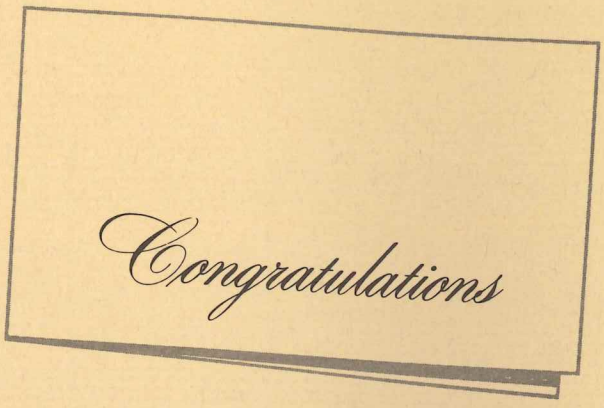
Apply the postage and insurance.

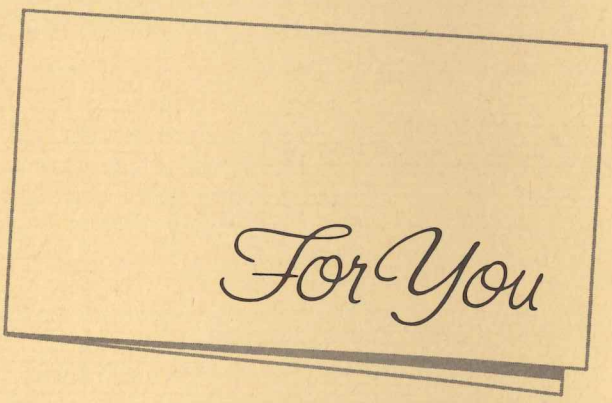
Send it so it arrives at just the right time for the birthday festivities.

BIRTHDAY PLAN CHARGES (ALL CHARGES ARE NET.)

Birthdate Search Charge	50¢ each name
Personal Gift Service	75¢ each
(Includes gift wrapping, mailer and birthday foldette greeting card.)	
Postage and Insurance Charges	Added to invoice
Engraving or Personalization Charges	See inside back cover







A GIFT ENCLOSURE CARD gives an extra measure of warmth to your gift giving.

Four greetings—Happy Birthday—Congratulations—Season's Greetings—For You—printed in exquisite type face on high quality card stock, are available at the below cost.

We will handwrite your name, in ink, on the inside of the card. For true luxury . . . gold stamping. See gold stamping charges on the inside back cover.

Gift Enclosure Card (Specify greeting) .05¢ each, net, with names handwritten.

PRICES listed do not include charges for ad copy or personalization. (See inside back cover for imprinting or engraving charges.)

All prices are net, f.o.b. our Chicago warehouse.

Prices and sales are subject to our acknowledgment and its terms. We reserve the right to withdraw any item or items and to change all quoted prices without notice.

PACKAGING . . . All items are beautifully packaged in a quality gift box or gift mailer. An appropriate romance card about the product is enclosed and may be imprinted. See below.

SHIPPING TIME

Unimprinted Merchandise	7 to 10 days after receipt of order
Imprinted Merchandise	2 to 3 weeks after receipt of order

Trademarks, emblems or special copy allow 1 to 2 weeks additional.

All shipments and individual mailings will be insured at listed price value, unless requested not to insure. Postage and insurance will be added to the invoice.

Orders not indicating specific routing will be shipped according to our best judgment.

We can **ONLY** guarantee shipping dates from our warehouse because we have no control over carriers or enroute delays.

SPECIAL SERVICES . . . ALL CHARGES ARE NET

Less Than Minimum Quantity Charges (Per Order)

Without ad copy or personalization	$2.50
With ad copy and/or personalization	3.50

Gift or Christmas Wrapping Charges

Specify gift or Christmas wrapping.

Small Items	.20 Net each.
Large Items	.25 Net each.
Overwrap of gift mailers, additional	.15 Net each.

Individual Mailing Service

Customer **MUST** supply gummed addressed labels numbered to correspond with a numbered list of names and addresses. (List must be in duplicate.) — .25 Net each, plus mailer, postage and insurance.

Romance Cards (Hot Stamping)

See Gold Stamping charges inside back cover.

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

ADVERTISING COPY AND PERSONALIZATION INFORMATION (ALL CHARGES ARE NET)

Shipping time on products with ad copy or personalization is 2 to 3 weeks after receipt of order. One or two weeks additional for special copy, emblems or trademarks.
We can ONLY guarantee shipping dates. Arrival dates cannot be controlled by us.
Personalization orders must be submitted with a typewritten alphabetical list (IN DUPLICATE) of individual names or initials. Specify where copy is to be placed on the product.
Make-ready costs for approval samples will be charged at the listed prices. Credit for make-ready costs will be issued upon receipt of order. If any changes from the original sample are required, the additional costs will be charged. Allow 3 to 4 weeks for shipment of approval samples.
A less than minimum charge of $3.50 per order is charged on products with ad copy or personalization.

ETCHING

Letterheads, sketches or rough paste-ups CANNOT be suitably reproduced. Camera ready, black and white artwork is ABSOLUTELY NECESSARY. Multiple color etching: Colors cannot touch one another, there must be space between.

ENGRAVING

Engraving is a perfect complement for an exquisite gift. Our engraving is cut into the metal (Jewelers Style) for durability and beauty.

ENGRAVING SAMPLES

SINGLE LINE BLOCK STYLE	DOUBLE LINE STYLE	SINGLE LINE SCRIPT STYLE	DOUBLE LINE SCRIPT STYLE
DAN ALLEN	Dan Allen	*Dan Allen*	*Dan Allen*

One line of copy consists of 20 letters. More than 20 letters are charged for at the two line price.
Charges for more than 3 lines of copy. Determine by subtracting the 2 line cost from the 3 line cost. For each additional line, add the difference to the 3 line charge.
Most logos or trademarks.....Charged at 2 line rate from double line engraving
Intricate logos or trademarks.....Quotation
Simple engraving die for trademark, emblem or special lettering.....$20.00 (Approx.)
Complex engraving die for trademark, emblem or special lettering.....Quotation
Color fill of engraving available (one color only).....Prices on request
Brass or chrome nameplates for engraved personalization or ad copy (up to 1½" x ½")..... .10 each, net
Brass or chrome nameplates for engraved personalization or ad copy (up to 2¼" x ¾")..... .15 each, net

GOLD OR SILVER STAMPING

Stampings are in 24K gold or high quality silver, whichever is most applicable. Special dies for trademarks or emblems, etc., will be quoted upon receipt of order. Stamping charges shown in the table below include up to 4 lines of advertising copy.

SCREEN PRINTING

Hard finish epoxy paints are baked on to obtain a durable imprint. Camera ready artwork provided by customer. Artwork, if provided by us, is charged at our cost.

ADVERTISING COPY AND PERSONALIZATION CHARGES

		ENGRAVING ON METAL (BLOCK OR SCRIPT)																				
		ON FLAT SURFACES						ON CYLINDRICAL OR CURVED SURFACES						HAND ENGRAVING		GOLD OR SILVER STAMPING ON LEATHER	COLOR ETCHING ON STAINLESS STEEL POCKET KNIVES			SCREEN-PRINTING $4.00 Screen Charge for Each Color		
		SINGLE LINE S			DOUBLE LINE S			SINGLE LINE S			DOUBLE LINE S			Sgl. Line	Dbl. Line		1 Color	2 Colors	3 Colors	One Color	Two Colors	Three Colors
	QUANTITY	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines	1 Line	2 Lines	3 Lines									
ADVERTISING COPY	1 to 11	.55	.66	.77	.66	.83	.99	.88	.99	1.21	1.10	1.32	1.43	.05 per letter	.08 per letter		MAKE READY COST FROM CUSTOMER SUPPLIED CAMERA-READY ARTWORK $10.00 to $20.00					
	12 to 24	.30	.44	.59	.38	.58	.77	.47	.71	.95	.60	.91	1.21			.24						
	25 to 49	.22	.38	.51	.27	.49	.64	.32	.60	.77	.42	.77	.99			.14						
	50 to 99	.19	.33	.47	.25	.42	.58	.31	.55	.73	.39	.73	.94			.11	MINIMUM 250 PCS.			.33	.48	.63
	100 to 249	.18	.31	.44	.24	.39	.54	.29	.51	.69	.37	.69	.88			.09				.23	.38	.53
	250 to 499	.17	.28	.39	.22	.37	.51	.28	.47	.64	.36	.64	.83			.07	.45	.50	.55	.21	.36	.51
	500 to 999	.16	.27	.37	.21	.35	.47	.27	.42	.58	.35	.62	.77			.06	.39	.44	.49	.17	.28	.39
	1000 and up	.16	.27	.37	.21	.35	.47	.27	.42	.58	.35	.62	.77			.06	.34	.39	.44	.13	.23	.31

		ANY QUANTITY	ANY QUANTITY	ANY QUANTITY	ANY QUANTITY			1-24	25-49	50 UP	
PERSONALIZATION	Individual Names	.27	.36	.71	.80	.94	1.10	.50	.44	.39	NOT AVAILABLE
	1 Initial	.20	.30	.27	.36	.44	.61	.44	.39	.33	
	2 Initials	.20	.30	.44	.53	.61	.77	.44	.39	.33	
	3 Initials	.20	.30	.53	.62	.77	.94	.44	.39	.33	
	Monograms		.50		.70						

Rec'd. June 25, 1968

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